

**PRESS RELEASE – announcing PAW Patrol and Show Partnership for Nick Jr at BRICKLIVE NEC  
31 Oct till 3 November**



**BRICKLIVE NEC to host the Midlands first PAW Patrol brick models**

PAW Patrol fans will be able to meet their favourite characters this Autumn – as BRICKLIVE in partnership with Nick Jr. hosts the Midlands first PAW Patrol toy brick models. This amazing news follows the recent announcement of BRICKLIVE’s 5 year agreement with Nickelodeon to produce toy brick characters from Nickelodeon and Nick Jr.’s favourite hit TV shows.

The stunning spectacle, featuring 21 of your favourite characters and buildings from the hit Nick Jr. show, will be built by BRICKLIVE from brightly coloured toy bricks and placed in the PAW Patrol Zone between 31 October and 3 November. Are you all ears? Characters Chase, Marshall, Skye and the PAW Patrol gang will take centre stage amongst all the fan favourite BRICKLIVE content.

BRICKLIVE at the NEC - welcoming Nick Jr. as the official Show Partner - will be the first venue in the Midlands to host the official PAW Patrol brick models, with the pups ranging in size from 75cm to 120cm high. The models will also feature a 2m tall Lookout Tower using over 65,000 bricks; and a selfie-zone of Marshall’s Fire Truck using a whopping 160,000 bricks.

A brick-fact-finding mission related to the PAW Patrol models will be running during the 4-day event meaning families will be able to explore their favourite characters and children will be able to enter a free competition once the mission is complete.

Virginia Monaghan, VP Marketing, Commercial and Events, Nickelodeon UK and Northern and Eastern Europe, said: “BRICKLIVE is the perfect partner for creating a new way to celebrate our much loved characters. The scale of the models is so impressive – we can’t wait for PAW Patrol fans to meet the pups’ toy brick counterparts in Birmingham at this world famous exhibition venue, the official Midlands launch for the pups.”

BRICKLIVE in partnership with Nick Jr. will take place from 31 October – 3 November and boasts lots of new and exciting interactive zones around the incredible PAW Patrol zone. New features include

BRICKLIVE Ocean, RC Off-road racers, Master Builder workshop and Marble hills to name but a few. Alongside these new zones are fan favourites; Race Ramps, Adventure Mountain, Brick Pits, themed build zones and much, much more. It truly is the ultimate family day out.

People can keep up with the latest BRICKLIVE news by searching #BRICKLIVE on Twitter and Instagram, or join the BRICKLIVE Facebook page for event details and updates. More details of each of the activities will also be listed on [www.bricklive.co.uk](http://www.bricklive.co.uk)

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