



**eOne Revs Up for Broadcast Launch of *Ricky Zoom* on  
UK's #1 weekday pre-school destination, Channel 5's  
Milkshake!**

*Ricky Zoom Races into Music Charts this April as eOne Releases 3 New  
Songs to Coincide with Terrestrial Broadcast Launch*

**LONDON: Monday 30<sup>th</sup> March 2020** – Entertainment One (eOne) is gearing up for the much-anticipated debut of *Ricky Zoom* on **Channel 5's** multiplatform pre-school brand, **Milkshake!** which is set to air episodes from series 1 daily (Monday-Friday) from 20<sup>th</sup> April 2020.

To crank up excitement around the show's terrestrial launch in the UK, Milkshake! is supporting with pre-promotional on-air exposure and social media support nearer the time of TX.

eOne is backing its latest pre-school property with an investment in PR and digital marketing activity to drive tune-in. Building on the company's previous success with music releases for *Peppa Pig* and *PJ Masks*, eOne is readying the digital release of 3 *Ricky Zoom* songs that will include an extended version of the theme tune and two all-new original songs- which will be available on streaming platforms from mid-April. A nationwide influencer outreach campaign spanning parenting influencers, with a combined platform of 1.2million across the UK, will promote the positive brand values of fun and family to encourage co-viewing and kids to create their own outdoor bike-style adventures together.

“Adding to our existing strong roster of international broadcasters we’re thrilled to be bringing *Ricky Zoom* to the #1 weekday pre-school destination in the UK” said eOne’s Monica Candiani, EVP, Content Sales, Family & Brands. “The show is full of enjoyable all-bike adventures that will ignite young imaginations and we look forward to introducing the colourful world of Wheelford to future fans in the UK ahead of the consumer products rollout later this year.”

The launch of *Ricky Zoom* on Channel 5 follows a strong debut for the show last autumn on Nick Jr. in the UK where it has been viewed by nearly 1.5 million to date. The show will join Nick Jr.’s promotional slate in Easter with a seasonal episode special set to air for audiences during the school holidays. The growing broadcast exposure will drive awareness for *Ricky Zoom* as eOne builds up to the consumer products rollout in autumn which will see additional toys released by master toy partner, TOMY.

**-Ends-**

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**About eOne**

**Entertainment One Ltd. (eOne)** is a talent-driven independent studio that specializes in the development, acquisition, production, financing, distribution and sales of entertainment content. As part of global play and entertainment company Hasbro (NASDAQ: HAS), eOne's expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its extensive reach and scale, and a deep commitment to high-quality entertainment, eOne unlocks the power and value of creativity.

eOne brings to market both original and existing content, sourcing IP from Hasbro’s portfolio of 1500+ brands, and through a diversified network of creative partners and eOne companies including: international feature film distribution company **Sierra/Affinity**; **Amblin Partners** with DreamWorks Studios, Participant Media, and Reliance Entertainment; **Makeready** with Brad Weston; unscripted television production companies **Renegade 83**, **Daisybeck**, **Blackfin** and **Whizz Kid Entertainment**; live

entertainment leaders **Round Room Live**; world-class music companies **Audio Network**, **Dualtone Music Group** and **Last Gang**; and award-winning emerging content and technology studio **Secret Location**.