

Date: 13th June 2018

Ref: 24-2018

NICKELODEON TREASURE HUNT MALTA taking place in APRIL 2019

The Malta Tourism Authority, together with Viacom Velocity International, the branded content, events and ad-agency of Viacom International Media Networks (VIMN), have signed an agreement to create the island's first-ever Nickelodeon branded experiential tourism franchise: *Nickelodeon Treasure Hunt Malta*. The *Nickelodeon Treasure Hunt Malta* will run from 13-18 April 2019, aimed at attracting families over the Easter school holidays.

This agreement was signed at the Ministry for Tourism office in Valletta, in the presence of the media gathered, who were then addressed by the Honourable Minister responsible for Tourism, Dr. Konrad Mizzi, Vice President, Creative and Integrated Marketing at Viacom Velocity International, Mr. Russell Samuel and MHRA President, Mr. Tony Zahra.

Nickelodeon Treasure Hunt Malta shall be based around creating exclusive Nickelodeon experiences and rewards at select attractions around the Maltese Islands. Activities will include searching for *SpongeBob SquarePants* and friends at the National Aquarium, learning through play with the *PAW Patrol* pups at the Esplora Science Centre, learning to duel with *Nella the Princess Knight* at the 16th-century St James Cavalier, and joining the pizza loving Teenage Mutant Ninja Turtles at Is-Suq Tal-Belt food market.

In addition to the character experiences at the selected attractions, a free live theatre show at Pjazza Teatru Rjal will kick things off over the opening weekend, with slime-filled challenges and a multi-character musical show for kids and families. A Nickelodeon Multi-Media Exhibition and Workshop Hub will be open throughout the week at St James Cavalier, with the week's activity being rounded off with a carnival style parade through Valetta Old Town.

Mr Tony Zahra, MHRA President, said that an initiative such as Nickelodeon Treasure Hunt Malta is a step in the right direction when attracting families to visit the Maltese Islands, particularly outside of the summer period and that the MHRA was fully behind this interesting event.

Russell Samuel, Vice President, Creative and Integrated Marketing at Viacom Velocity International, said "Malta has plenty of appeal: sun, sea and culture, which, through 11 years of *Isle of MTV Malta* we have successfully promoted to youth travellers, helping to increase the island's youth tourism by 120 per cent and now accounts for 25 per cent of all tourism. Now it's time to further unlock Malta's value and tourism potential by leveraging our unique and unparalleled expertise and the influence of the Nickelodeon brand for kids and families".

In comments provided following the announcement, Dr. Gavin Gulia, Executive Chairman of the Malta Tourism Authority was particularly pleased with the exposure which the Maltese Islands will be receiving, as he explained that the franchise will be promoted across Nickelodeon's vast international network, which is one of the leading entertainment brands for kids and families, and has amassed 1.2 billion cumulative subscribers in over 500m households across more than 170 countries.

Dr Konrad Mizzi, Minister for Tourism stated that part of the Government strategy is to develop events and entertainment for families and kids. "This is an important tourism niche for Malta and we are committed to raise the bar. The Nickelodeon events and parade will also be enjoyed by Maltese children during the Easter holidays" the Minister concluded.

NICKELODEON TREASURE HUNT MALTA ha ssir f'April 2019

L-Awtorita' Maltija għat-Turiżmu, flimkien ma' Viacom Velocity International, għadhom kemm iż-żgħix tħalli sabiex tinholoq l-ewwel Nickelodeon 'tourism franchise': *Nickelodeon Treasure Hunt Malta*. Viacom Velocity International hija l-aġenċija ta' riklamar u organizzar ta' avvenimenti tad-ditta ġiganteska Viacom Internattional Media Networks (VIMN). It-treasure hunt se ssir bejn it-13 u t-18 ta' April 2019, bl-għan ewljeni li ġġib familji lejn Malta fil-Belt Valletta.

Dan il-ftehim kienet iż-żgħix tħalli l-uffiċċju tal-Ministeru tat-Turiżmu fil-Belt Valletta, fil-preżenza tal-medja miġbura, li umbagħad ġew indirizzati mil-Ministru għat-Turiżmu, Dr. Konrad Mizzi, il-President u inkarigat mill-marketing kreattiv ma' Viacom Velocity International, Russell Samuel u l-President tal-MHRA, Tony Zahra.

Nickelodeon Treasure Hunt Malta se toħloq esperjeni esklussivi bi premijiet, f'postijiet magħżula madwar il-gżejjer Maltin. L-aktivitajiet se jinkludu tfittxija għal SpongeBob SquarePants u sħabu fl-Akwarju Internazzjonali, tagħlim permezz tal-ġriewi simpatiċi ta' PAW Patrol fiċ-ċentru Esplora, lezzjonijiet fuq tema ta' storja flimkien ma' Nella the Princess Knight fil-Kavallier ta' San Ģakbu, u mawra sas-suq tal-Belt flimkien mat-Teenage Mutant Ninja Turtles, li tant iħobbu l-pizza!

Apparti dawn l-esperjenza mal-karattri ta' Nickelodeon, se jkun hemm attrazzjonijiet oħra, fosthom eżebizzonijiet teatrali fi Pjazza Teatru Rjal tul it-tmiem il-ġimgħha tal-ftuh tal-avvenimenti. Se jkun hemm sfidi mhux tas-soltu u spettakli mužikali ghall-familja kollha. Dan minbarra eżebizzjoni 'multi-media' flimkien ma' workshop, li se jkun miftuħ tul il-ġimgħha fil-Kavallier ta' San Ģakbu. Qofol sabiħ jintlaħaq permezz ta' parata bi stil karnivalesk fil-Belt Valletta.

Tony Zahra, il-President tal-MHRA qal li inizjattiva bħal din huwa pass importanti għal-Gżejjer Maltin biex nattiraw familji jiġu Malta, partikolament barra mill-perjodu tas-sajf u li l-MHRA tagħti l-appoġġ tagħha lil dan l-avveniment.

Russell Samuel, Viċi President u inkarigat mill-marketing kreattiv ma' Viacom Velocity International, irrimarka li Malta għandha appell qawwi. Irrefera għax-xemx, il-baħar u il-kultura, li tul dawn l-aħħar ħdax-il sena kienu fatturi ewlenin li wasslu biex l-istess kumpanija tattira żgħażaqgħ lejn l-Isle of MTV Malta. Dan għen biex it-turiżmu żgħażugħ lejn Malta żdied b'120% u issa jfisser 25% mit-turiżmu kollu li jiġi Malta. Is-sur Samuel stqarr li issa huwa ż-żmien li l-valur u potenzjal tal-gżejjer Maltin ikomplu jitjiebu, billi dak li kapaċi joffru jingħaqad mat-talent u l-esperjenza ta' Nickelodeon.

F'kummenti mogħtija wara t-thabbira ta' dan l-avveniment, Dr. Gavin Gulia, ic-Chairman Eżekuttiv tal-Awtorita' Maltija għat-Turiżmu, esprima sodisfazzjon għall-mod li bih il-gżejjer Maltin sejkun qed jingħataw prominenza. Spjega li l-franchise se tkun promossa b'mod b'saħħtu tul in-network vasta ta' Nickelodeon, li hija waħda mill-ikbar ditti ta' divertiment għat-tfal u familji. Infatti, Nickelodeon għandu aktar minn 1.2 biljun persuna msieħba miegħu, f'aktar minn 500 miljun residenza, f'170 paġjiż.

Dr. Konrad Mizzi, il-Ministru għat-Turiżmu, stqarr li parti mill-istrateġija tal-Gvern hija li tiżviluppa avvenimenti u attivitajiet għall-familji u t-tfal. Qal li din hija niċċa importanti ħafna għal Malta, u għalhekk il-Gvern huwa kommess li jieħu l-passi li jmiss. Il-Ministru temm jawgura li tfal u familji Maltin u Għawdexin igawdu l-avvenimenti li Nickelodeon se jorganizzaw hawn Malta waqt il-vaganzi tal-Ġhid li ġej.