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World's first ever Nickelodeon treasure hunt taking place in Malta!

The world's first ever Nickelodeon treasure hunt is taking place in Malta! This means that children of all ages in Malta are definitely in for a treat. The actual treasure hunt will be taking place between Monday 15th April and Wednesday 17th April, at various locations around Malta. Besides the treasure hunt, a number of other activities will be taking place, starting from Saturday 13th April. These world class events are not just for children but are suitable for families as well.

During the Nickelodeon Treasure Hunt, families will be able to spy SpongeBob SquarePants at Bikini Bottom (AKA the Malta National Aquarium), learn to duel with Nella the Princess Knight at Spazju Kreattiv, take selfies in the exclusive Teenage Mutant Ninja Turtles AR photo booth at is-Suq tal-Belt and meet PAW Patrol at the Esplora Science Centre, as they embark on an adventurous treasure hunt across the island.

A number of free live stage shows are being held at the Teatru Rjal over the weekend, however, tickets for these shows have all been claimed and are therefore sold out. This live theatre show will be a multi-character musical show for kids and families.

A Nickelodeon Multi-Media Exhibition and Workshop Hub will also be open throughout the week at Spazju Kreattiv, with the week's activities rounding off with a carnival-style parade through Valletta.

Minister for Tourism Konrad Mizzi explained that The Malta Tourism Authority has teamed up with world renowned brand Nickelodeon, and created this event which will entertain children from Malta and families from across the world. "Our marketing campaign was very well received particularly in the UK, France, Germany and Italy. This year's event will develop the foundation for further strategic collaboration with Nickelodeon."

Dr. Gavin Gulia, the MTA's Executive Chairman, was proud of the combined effort of all involved at the MTA as well as Viacom, with whom a great working relationship has been developed thanks to Isle of MTV and now the Nickelodeon Treasure Hunt. Dr Gulia was full of praise for the local craftsmen, as the vast majority of the sets, stages, float and parade items were manufactured locally under the Nickelodeon brand guidelines, which goes to show the level of expertise our craftsmen possess.

MTA's head of events Mr. Lionel Gerada explained that the Malta Tourism Authority will be handing out activity packs at the various locations to the participants, which together with packs which were handed out on various Air Malta flights, will educate the younger visitors about their favourite Nickelodeon characters and the island simultaneously. At each location, the participants can collect



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stamps which can then be exchanged for Nickelodeon prizes. An Augmented Reality map of the treasure hunt is also available, through which one can follow the Nickelodeon characters and events around the island.

For more information please visit <http://malta.nickelodeon.tv/>