



## Nelvana's *Mysticons* Launches Online Presence

*Digital Media Content Strategy Rolling Out in Support of New Animated Action Series Debuting Next Month*

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**TORONTO, CANADA, July 19, 2017** – Corus Entertainment's [Nelvana](#), a world-leading international producer and distributor of children's animated content, is thrilled to announce the launch of the YouTube channel and social media pages for its original animated action series, *Mysticons*.

In anticipation of the upcoming broadcast premiere, the *Mysticons* [YouTube](#) channel and social pages, including [Facebook](#), [Twitter](#), and [Instagram](#), are now live, with a website to launch shortly. Fans can now catch a sneak preview of the series online before the official television premiere on Nickelodeon in the U.S. and on Corus' YTV network in Canada this August. The expansive online presence is part of a larger social and digital media content strategy involving more than 80 pieces of short-form original content supporting the brand, including introductions to stories and settings in the *Mysticons* world, DIY videos how to transform into a Mysticon, and more live-action content that will be available to fans throughout the season. In addition, web games and an adventure role-playing app-based game will launch this fall.

"The way young audiences consume entertainment has evolved greatly and Nelvana is committed to producing engaging content that strengthens fans' connections with our brands on the platforms they frequent," said Pam Westman, Head, Nelvana Enterprises. "*Mysticons* itself is a genre-defining series, and our content strategy to support the brand delivers a myriad of digital and interactive elements meant to immerse fans in the *Mysticons* world beyond the television screen."

*Mysticons* tells the epic tale of four girls from different walks of life who are transformed into legendary warriors. After discovering a powerful mystical tome, the fearless foursome – Arkayna, Zarya, Em, and Piper – are drawn together by a prophecy to battle evil and protect the realm. With real relationships, distinct personalities and already strong, confident, smart, witty, and funny characters, *Mysticons* focuses on the representation of girls' strength, power, and courage on the television screen. Season one consists of 40 episodes. Additional broadcast details to be announced at a later date.

### About Nelvana

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like *Babar* and *Franklin*. Nelvana's content is distributed in more than 160 countries worldwide and broadcast across Corus Entertainment's suite of leading kids networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third-party brands with offices in Toronto and Paris. Nelvana Studio, with offices in Toronto and Montreal, employs more than 300 Canadian artists working with local and

international producers to create premium children's content for a global stage. For more information, visit [www.nelvana.com](http://www.nelvana.com).

**YouTube:** [www.youtube.com/mysticons](http://www.youtube.com/mysticons)

**Website:** [www.mysticons.com](http://www.mysticons.com)

**Facebook:** [www.facebook.com/mysticonsTV](http://www.facebook.com/mysticonsTV)

**Twitter:** [www.twitter.com/mysticonsTV](http://www.twitter.com/mysticonsTV)

**Instagram:** [www.instagram.com/mysticons](http://www.instagram.com/mysticons)

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