



## ITV JOINS THE PIÑATAVERSE IN NEW DEAL WITH NELVANA AND TOIKIDO FOR ROBLOX-INSPIRED SERIES, PIÑATA SMASHLINGS™

UK's ITV to Launch *Piñata Smashlings* Series this September



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### For Immediate Release

**TORONTO, July 29, 2025** – Corus Entertainment's **Nelvana**, a world-leading international producer, distributor, and licensor of children's animated and live action content, and **Toikido**, an innovative London based entertainment company specializing in digital design and toys, today announced their partnership with ITV in the UK for the action-packed animated series ***Piñata Smashlings*™** (26x11). The highly anticipated series based on the popular gaming IP will launch on ITVX in the UK this September. The series will also premiere on NOGA in Israel early next year, in addition to the previously announced rollout on Canada's YTV and STACKTV with new episodes launching this Fall.

Produced by Corus Entertainment's Nelvana and Toikido, the Roblox-game inspired *Piñata Smashlings* series follows four Smashlings character into the Piñataverse as they squad-up to form a team of utterly unlikely heroes. They're on a mission to rescue the rainbow pods from the no-good Bashlings, save the world from being gloomified and level up their friendship one outrageously hilarious quest at a time. Along the way, the quirky team faces unpredictable mayhem, forms unlikely alliances, and discovers the true power of teamwork.

"Packed with humour, heartfelt friendships, and fast-paced quests, the *Piñata Smashlings* series celebrates video game culture in a way that's fresh and deeply relatable to today's kids" said **Julia Dodge, Director of Global Strategy & Distribution at Nelvana**. "We're excited to be partnering with ITV to add *Piñata Smashlings* to their current offering of standout children's content, and for audiences across the UK to experience the series' lovable oddball heroes, hilarious Bashling baddies, and dynamic gameplay energy."

"We're looking forward to welcoming *Piñata Smashlings* to ITVX's ever-growing offering for kids." said **Darren Nartey, Senior Acquisitions Manager at ITV**. "The show's vibrant characters, creative storytelling, and playful spirit are a perfect fit."

"The ITV launch gives us a fantastic platform to continue growing the *Piñata Smashlings* universe" said **Darran Garnham, CEO of Toikido**. "We've built the brand to be playable, collectible, and watchable, and we're excited to bring it to more families through this next phase."

The ITVX launch marks an exciting European premiere for the Piñata Smashlings franchise, which has been rapidly gaining momentum across multiple key touchpoints. Toikido has launched a successful toy line with over 3 million units sold, secured more than 30 retail and merchandise licensees, and continues to expand the brand's digital presence through the growing library of Nelvana-animated YouTube content. The Piñata Smashlings game on the globally popular Roblox platform has driven strong, ongoing engagement, with a new game experience currently in development for 2026.

Behind the scenes, Piñata Smashlings features an all-star all-Canadian cast, including Emily Hampshire (Schitt's Creek) as Berry Boo, Jonathan Tan (Rubble & Crew) as Jet, Bryn McAuley (Barney's World) as Tutti Bel, and Sharjil Rasool (Bakugan: Battle Planet) as Jasper.

For broadcast opportunities, e-mail [info@nelvana.com](mailto:info@nelvana.com).

– 30 –

#### **About Nelvana**

Entertaining kids for over 50 years, Nelvana is a world-leading international producer and distributor of children's animated and live-action content. Nelvana produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and action series, and ancillary consumer products programs. Nelvana's content airs on Corus Entertainment's kids channels in Canada and in over 180 countries around the world. The Nelvana library has well over 5,000 episodes of programming and has received over 70 major international program awards including Emmys® and Canadian Screen Awards. Visit the Nelvana website at [nelvana.com](http://nelvana.com).

#### **About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops, delivers and distributes high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 30 specialty television services, 36 radio stations, 15 conventional television stations, digital and streaming platforms, and social digital agency and media services. Corus' roster of premium brands includes Global Television, W Network, Flavour Network, Home Network, The HISTORY® Channel, Showcase, Slice, Adult Swim, National Geographic and Global News, along with streaming platforms STACKTV, TELETOON+, the Global TV App and Curiouscast. For more information visit [www.corusent.com](http://www.corusent.com).

#### **About Toikido**

Toikido is a next-generation entertainment company at the forefront of creating, developing, and delivering innovative IP across multiple platforms. With a dynamic approach to storytelling, Toikido brings imaginative worlds to life through games, toys, and digital content, captivating audiences worldwide. With a team of industry veterans and creative visionaries, Toikido is committed to redefining the entertainment landscape by blending traditional and digital mediums to engage fans in new and exciting ways. For more information, please visit [www.toikido.com](http://www.toikido.com).