



# THE PALEY CENTER FOR MEDIA

## THE PALEY CENTER FOR MEDIA AND NICKELODEON PRESENT: *35 YEARS OF TMNT*

**35<sup>th</sup> Anniversary Celebration of the Wildly Popular Global Franchise will Feature Interactive Exhibit, Screenings, and Special Events**

**Exclusive Engagement Opens on May 18, 2019 with Special Corporate Members Opening Event Featuring Appearances by the Turtles Costumed-Characters**

**“Shell-Shocked” Themed Screenings Featuring Special Giveaways Will Take Place at the Paley Center’s New York and Beverly Hills Locations**

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**NEW YORK, NY, May 9, 2019** – The Paley Center for Media will take visitors on a journey through the Teenage Mutant Ninja Turtleverse when it unveils the multimedia exhibit *35 Years of TMNT* on Saturday, May 18, at its New York location. This exclusive exhibit, which is free and open to the public, will run until July 14. Upon entry to *35 Years of TMNT*, visitors can enjoy a dynamic art piece showcasing the comic-book origins of our half-shell heroes, take a “shellfie” with a Turtles standee, and then sewer surf through a visual timeline of the evolution of the Turtles from the very first comics to the current series, Nickelodeon’s *Rise of the Teenage Mutant Ninja Turtles*.

“We’re thrilled to serve as the exclusive location for this milestone celebration of all things Turtles,” said Maureen J. Reidy, the Paley Center’s President & CEO. “*35 Years of TMNT* is just one of the many wonderful and immersive experiences we offer as part of our year-round lineup of high-quality, family entertainment.”

“From comic books and television to films and beyond, Teenage Mutant Ninja Turtles has resonated with fans around the world for over three decades and Nickelodeon is the proud destination for today’s audience,” said Charlotte Castillo, Senior Vice President, Global Franchise Planning, Viacom. “Partnering with The Paley Center for Media to celebrate 35 years of this iconic franchise with the *35 Years of TMNT* exhibit in the heart of their very own city is the perfect opportunity to honor the TMNT legacy.”

In 1984 two guys named Kevin Eastman and Peter Laird, inspired by their simple doodle of a Turtle in a mask, self-published a comic book for the ages, *Teenage Mutant Ninja Turtles #1*. As Leonardo, Raphael, Michelangelo, and Donatello emerged into the world, they changed pop culture forever. Five television series, six feature films, hundreds of comic books, and thirty-five years later, a global legion of fans show their love and loyalty to the Turtles on a daily basis, watching episodes on Nickelodeon and beyond, wearing classic tees, showing up at special events, posting on social media, and knowing everything there is to know about the Turtles, and raising the next generation of fans.

The Paley Center will celebrate the opening of *35 Years of TMNT* in a big way, with a special opening event the morning of May 18 for Paley Center Corporate Members, featuring a meet and greet with the Turtles costumed-characters, craft activities, giveaways, gaming, breakfast bites, and more. The exhibit will then open to the public at noon, with a special giveaway for the first 100 children on line, and a meet and greet with the Turtles from 1:00 pm to 4:00 pm.

Beyond the opening day festivities each weekend in New York will feature craft activities, and on weekends at both the New York and Beverly Hills locations will be “shell-shocked” themed screenings with special giveaways while supplies last. The screenings include:

- May 18 & 19: *TMNT Origins*—Taking it back to where Turtle Power all started! Visitors can re-watch the pilot episodes across three different TMNT iterations and get the inside scoop on how each series was developed.



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- May 25 & 26: *Heroes will Rise!*—Featuring some of the Turtles’ most trusted allies; everyday heroes just helping to save the city one day at a time!
- June 1 & 2: *Mutant Mayhem*—From evil aliens originating from Dimension X, to insect-like creatures used to mutate humans and animals, it’s total mutant madness this weekend!
- June 8 & 9: *Shred This!*—Get ready to take in (and take down!) the Turtles’ ultimate archenemy: The Shredder!
- June 15 & 16: *Turtle Power*—Stealth mode. Power up mode. Beast mode. Relive some of the Turtles’ biggest and baddest battles!
- June 22 & 23: *Sensei Splinter*—Hajime! Let the Sensei Splinter screenings begin!
- June 29 & 30: *Villains Unite!*—A warhog, a rhino, a hypnotic hippo, Baron Draxum, and more, this weekend is all about the Turtles’ most formidable foes.
- July 6 & 7: *Out of the Sewers*—The Turtles emerge out of the sewers and set out to new locations for new adventures!
- July 13 & 14: *Turtles <3 Pizza*—Did somebody say, Pizza?! Nobody loves pizza more than our Half-Shell Heroes, and here’s a weekend of footage to prove it!

On June 22 The Paley Center for Media in Beverly Hills will host a Teenage Mutant Ninja Turtles event for Paley Center Corporate Members, featuring special guests talking Turtles and shelling out exciting content and video clips. Kids can meet and greet voice actors, snap a pic with their favorite Turtles, and get a behind-the-scenes look at the making of Nickelodeon’s *Rise of the Teenage Mutant Ninja Turtles!*

Every year the Paley Center presents exhibits that offer a unique combination of artistry and entertainment and give visitors a behind-the-scenes look at the creative process that brings their favorite television programs to life.

For more information, please visit [paley.me/tmnt](http://paley.me/tmnt). Cowabunga!

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## About The Paley Center for Media

The Paley Center for Media, a 501(c)(3) nonprofit organization with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the Paley Center’s permanent media collection, which contains over 160,000 television and radio programs and advertisements, and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit [paleycenter.org](http://paleycenter.org)

## About Nickelodeon

Nickelodeon, now in its 40<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location based experiences, publishing and feature films. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).