



FOR IMMEDIATE RELEASE

February 20, 2018 (Love Your Pet Day!) 

CONTACT:

Jared Albert, (786) 273-4476

[jared\\_albert@discovery.com](mailto:jared_albert@discovery.com)



**WELCOME TO PAW-TUCKET! DISCOVERY FAMILY INTRODUCES THE NEW  
PET-CENTRIC WORLD OF *LITTLEST PET SHOP: A WORLD OF OUR OWN*  
PREMIERING SATURDAY, APRIL 14**

*– Brand-new 52-Episode Animated Series Features a World Made By Pets, For Pets  
Beginning Saturday, April 14 at 12/11c –*

(Miami, FL) – Who’s a good boy? Today, Discovery Family announced **LITTLEST PET SHOP: A WORLD OF OUR OWN**, an all-new 52-episode animated series produced by Allspark Animation, a Hasbro Company, premiering **Saturday, April 14 at 12/11c** with two back-to-back episodes. New 11-minute episodes of the series will stream live on Discovery Family GO and will also be available on demand the following day.

Inspired by Discovery Family’s 2012 hit series **LITTLEST PET SHOP**, “A World of Our Own” reveals a completely overhauled pet-centric world where even the littlest pet is treated like the greatest king! Pets (especially the really good ones) gain access to the Littlest Pet Shop in Paw-Tucket via a magical portal that spans between the human and pet world. Once they arrive, pets from all walks of life near and far come to celebrate who they are, with a ton of fun along the way! Featuring ski slopes operated by St. Bernards, “Pet-Ultimate” apartments with pet-appropriate accommodations (lots of perches, cardboard boxes and rooms furnished in rawhide) and the relaxing “Shake ’n’ Dry” beauty salon where cats walk on your back, Paw-Tucket is a pet utopia full of purr, pounce and organic dog bones.

**LITTLEST PET SHOP: A WORLD OF OUR OWN** follows the many adventures of six cool and very different friends: **Roxie**, a lovable, supremely optimistic Boston Terrier; **Jade**, a Bombay short-hair with tons of catitude; **Trip**, a sweet-spirited hamster macho goofball; **Quincy**, an anxiety-prone, risk-averse fainting pygmy

goat; **Edie**, a parakeet whose personality is a reflection of the 14-year-old drama-queen girl she lives with, and **Bev**, a cheerful, positive and supportive box turtle with a proclivity for self-improvement – she wants to be the best Bev she can be!

In the back-to-back season premiere episodes titled “A Pet’s Best Friend Is…” and “Pet, Peeved,” Roxie lands the dream gig of house sitting for mega pop-star Savannah, only to be bombarded by Paw-Tucket’s snobbiest pets. Jade warns Roxie that the pets are only using her to have a party, but Roxie disregards the warning and has to learn the hard way whether or not Jade is correct. Later, when their “odd couple” differences become a problem, Roxie becomes determined to be a better roommate.

**LITTLEST PET SHOP: A WORLD OF OUR OWN** is produced by Allspark Animation for Discovery Family. Stephen Davis is the executive producer for Allspark Animation. To learn more, go to [www.discoveryfamilychannel.com](http://www.discoveryfamilychannel.com), on Facebook at [www.facebook.com/DiscFamily](http://www.facebook.com/DiscFamily) and on Twitter [@DiscoveryFamily](https://twitter.com/DiscoveryFamily).

#### **About Discovery Family**

The leading television destination for families in the United States, Discovery Family is available in more than 57 million U.S. homes and is a joint venture of Discovery Communications and Hasbro. Discovery Family is programmed with an inspirational mix of family-friendly series and movies and Hasbro Studios’ popular animation franchises, including **MY LITTLE PONY: FRIENDSHIP IS MAGIC**, **LITTLEST PET SHOP** and the Emmy-winning **TRANSFORMERS RESCUE BOTS**. Families can enjoy their favorite shows anytime, anywhere through Discovery Family GO – the network’s first TV Everywhere app offering live and on demand access to your favorite Discovery Family series and specials. For 2018-to-date, Discovery Family ranks as the #1 most co-viewed kid’s network among Kids 2-11 watching with an Adult 18-49 in Total Day and Prime.

#### **About Hasbro**

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World’s Most Ethical Companies® by *Ethisphere Institute* for the past seven years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

###