New Series *Barbie: A Touch of Magic™* to make UK TV Premiere on POP



LONDON, UK 21/08/23: *A* brand-new show from Mattel ***Barbie: A Touch of Magic™*** will make its UK TV premiere exclusively on free-to-air children's channel **POP** on Monday 4th September.

In the new series, fan favourites Barbie "Malibu" Roberts and Barbie "Brooklyn" Roberts work together to find the home of a mysterious baby horse they've discovered on the beach in Malibu. The little horse begins fulfilling the most amazing fantasies and they realise she is actually a baby Pegasus! While they try to find out how to get little Peggy home, Barbie and Barbie, must protect her from Rocki the Glyph, a fantastical creature who followed Peggy in hopes that she will grant the biggest wish of all—giving Rocki her own wings. Set in Malibu and featuring all-new original music, Barbie, Barbie, and their friends discover that magic really is all around us.

The exclusive UK TV premiere of ***Barbie: A Touch of Magic*** will air weekdays at 4.30pm from Monday 4th September on ***POP.*** It will also be available to watch on catch-up on the POP Player.

A product range inspired by the series including (Barbie A Touch of Magic Pegasus and Accessories) is available from (Smyths)

Barbie: A Touch of Magic (13 episodes x 22 mins) will be available on POP and the POP Player from Monday 4th September 2023.

For further information, contact Kate Eldridge at DnA PR:
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About POP:
Commercial kids channel POP has a proven track record of entertaining young audiences since its UK launch in 2003 with popular shows like Pokémon Master Journeys, Miraculous and Power Rangers Dino Fury. POP offers kids from 6-10 a vibrant mix of fascinating stories, laugh-out-loud comedy and exciting action, brought together by unforgettable characters.

About Mattel:
Mattel is a leading global toy company and owner of one of the strongest catalogues of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music,and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering childrento explore the wonder of childhood and reach their full potential. Visit us online atmattel.com.