

# Nickelodeon Slime Time takes over intu Potteries

BY SADE MTOWA ON APRIL 2, 2018

Intu Potteries in Hanley has partnered with Nickelodeon to celebrate its new 'Slime Time' event.

The event, which took place on March 30, gave children the chance to doodle on a giant slime colouring wall, capture photographs in a slime photo booth and even customise their own slime.

Throughout the day, six out of 25 children got the chance to be slimed in a specially made 'SLIMEULATOR', which is touring 13 intu UK shopping locations.

Crowds of parents and their children gathered for half an hour, to see the lucky chosen children covered head-to-toe in green slime.

Parents who registered their children online also had the chance to win a VIP family ticket to Nickelodeon's SLIMEFEST 2018, which is taking place later this year.

**Slimefest**, the slimed-filled, multi-platform music and entertainment event, hosts guests including many famous artists, actors and entertainers. This year, Jordan and Perri from dance group Diversity are hosting the exciting event.

Sandrine Rutter at intu Potteries, said: "We know that many of our younger customers love slime and we want to make them smile this Easter with this fun, free, and messy experience that will even involve exclusive sliming for some lucky children."

In previous successful collaborations, the retail location hosted experiences featured SpongeBob SquarePants and Paw Patrol's, Chase and Marshall.

Assistant Marketing Manager Louise Johnson, from intu Potteries, spoke to **StaffsLive** at the event.