



Media Release

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The countdown is on for the best awards show in town!

The 2007 Nickelodeon's Australian Kids' Choice Awards is only six sleeps away and kids the country over are preparing for the most star-studded, messiest, gooiest, slimiest awards show ever.

Zac Efron, the hottest teen heartthrob in the world right now, is co-hosting the awards with Australia's own singing sisters, The Veronicas. Also confirmed to perform on the night are US rockers Good Charlotte along with multi-platinum selling working class man, Shannon Noll and the untouchable Ricki-Lee Coulter.

Now in its fifth year, Nickelodeon's Australian Kids' Choice Awards will be held at the Sydney Entertainment Centre on October 10th and televised exclusively on Nickelodeon the following night, Thursday October 11th from 4pm with Orange Carpet highlights.

The star studded show will feature celebrity participants including WWE wrestling superstars Torrie Wilson and Bobby Lashley, Rove McManus, Delta Goodrem, Rogue Traders, Guy Sebastian, Andrew G, Kyle Sandilands, Marcia Hines, and Merrick and Rosso.

Other celebrity guests on the Orange Carpet include The Young Divas, Erin McNaught, the remaining seven Australian Idols, Jordan Loukas, Laurie Daley, Casey Donovan, cast members from TV shows such as Home and Away, Neighbours and Totally Wild and notable sporting stars as well.

General Manager of Nickelodeon Australia, Katrina Southon says, 'This year's Kids' Choice Awards are our biggest and best yet. We're absolutely thrilled to have Zac and the Veronicas as hosts – not to mention the rest of our stellar line up. We can't wait to give Aussie kids the chance to see their favourite stars in the flesh.'

A much anticipated and well recognized program event for its ability to reach Australian kids everywhere, the Kid's Choice Awards has again received major sponsorship from three returning kid marketers - Hasbro, Dreamworld and McDonald's and is delighted to announce new support from Sanitarium Weet-Bix.

Jemma Elder, Group Marketing Manager for Macquarie Leisure said, "In 2002, Dreamworld launched Australia's first Nick Central - a massive kids' zone where kids can live, breathe and touch Nickelodeon - and for the past three years we have partnered with Nick as a sponsor of the Kids Choice Awards. We are proud of our continued involvement in such a unique and highly anticipated event. It further strengthens our position as a leading entertainment venue and provides an irreverent, but safe environment to connect with kids of Australia".

Nickelodeon's Australian Kids' Choice Awards has emerged as one of the biggest events in Australia, boasting a massive popular vote and wide audience participation. It is the only televised kids awards show in Australia that gives kids the power to vote for their favourites and honours their opinions with a show filled with the stars they love.

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About Nickelodeon Networks

Now in its 28th year and 12th year in Australia, Nickelodeon is the number one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. Award winning Nickelodeon Australia airs Nickelodeon and Nick Jr. channels 24 hours a day, seven days a week and is seen in over 1.9 million households via AUSTAR, FOXTEL, and OPTUS. The company portfolio extends across television, online, mobile, theme parks and music.