



NICKELODEON'S KIDS' CHOICE AWARDS SLIMES ITS WAY TO THE UK

**SUPERSTAR ROCKERS MCFLY TO HOST
THE 1ST EVER NICKELODEON KIDS' CHOICE AWARDS UK!**

1ST NOMINEES EVER FOR KIDS' CHOICE AWARDS INCLUDE

Fall Out Boy, Sugababes, Girls Aloud, McFly, Mika, Cheryl Cole, Justin Timberlake, Drake Bell, Hilary Duff, Avril Lavigne, Gwen Stefani, Simon Cowell, Cameron Diaz, Jack Black, Harry Hill, Mr Bean, Catherine Tate, Lewis Hamilton, David Beckham, Dame Kelly Holmes, Dakota Fanning, Emma Watson, Keira Knightley, Daniel Radcliffe, Johnny Depp, Orlando Bloom, Rowan Atkinson &, Ant & Dec

London/New York, 30 July, 2007: The 1st ever Nickelodeon Kids' Choice Awards UK is quickly shaping up to be the no-holds-barred mess-fest it is known for around the world! Multi platinum-selling, superstar rockers McFly are confirmed to host the all-star, all-sliming awards ceremony on Saturday, 20th October 2007, live at ExCeL London. True to the Kids Choice Awards tradition, whether in the US, Italy, China or Brasil, kids will rule the day in the UK and stars will rejoice, as they honour their favorites from the worlds of film, music, sports and television in a star-studded live event.

McFly said: "The awards are huge in the US, with the most recent being presented by Justin Timberlake. We're really honoured to be hosting the 1st ever Nickelodeon Kids' Choice Awards in the UK - we're going to break the slime barrier!"

No Nickelodeon Kids' Choice Awards would be complete without a super-sized celebrity soaking and the Kids' Choice Awards UK promises to deliver its highest honour, a green and gooey shower of slime, atop a very special guest star – but who will it be? Previous slimees include: Cameron Diaz, Justin Timberlake, Tom Cruise and Vince Vaughn.

And the nominees are.....

Flying the flag for the UK, **McFly** take on US stars **Fall Out Boy** hoping to win in the Best Band category. But it's not all about the boys! Having achieved worldwide album sales of over 9 million, fellow Best Band nominees and feisty females, **Sugababes** will take on platinum selling **Girls Aloud** to be crowned pop princesses.

McFly's front man **Danny Jones**, hot new sensation **Mika** and **Cheryl Cole** from Girls Aloud will give their stateside buddies a run for the ultimate superstar knighting in **Best Male** and **Best Female Singer** category as they take on **Justin Timberlake**, Nickelodeons very own **Drake Bell** from **Drake and Josh**, **Hilary Duff**, **Avril Lavigne** and **Gwen Stefani** in the **Best Male Singer** and **Best Female Singer** categories. Having recently picked up an award at the 20th Anniversary Nickelodeon Kids' Choice Awards 2007 in Los Angeles, Drake Bell and his fellow US pals will be serious talent to beat.

Fairly Odd Parents and **Recess** will compete against two of TV's yellowest TV stars, as **SpongeBob SquarePants** takes on Springfield's Bart **Simpson** for **Best Cartoon**.

Tough talking Simon Cowell scoops two nominations in the **Best Reality TV Show**, where he'll be competing against himself, with nominations for **The X Factor** and **Britain's Got Talent**.

Squash buckling pirates, adorable ogres, whizz kid wizards and a family of real cool dudes will all compete for **Best Movie**.

Dr Who and the **Darlicks** will be taking on magical mermaids from hit TV show **H2O**, sassy songstress **Hannah Montana** and chalk and cheese step-brothers **Drake and Josh** for **Best TV Show**

Who can make you laugh so hard milk comes out your nose? We'll find out when kids tell us who they think is the Funniest Person; **Jack Black**, big burper **Harry Hill**, the bonkers **Mr Bean** or the UK's most 'bovvered' comedienne **Catherine Tate**?

Kids are in the driving seat as the race for **Best Sports Person** begins. Will Formula 1's **Lewis Hamilton** be fast enough to score the award against football icon **David Beckham**, **Dame Kelly Holmes** and WWE superstar **John Cena**?

Best Movie Actress nominee **Cameron Diaz** is a huge fan of the Kids' Choice Awards and is

thrilled to receive this nomination: "What a cool honor to be nominated for the first UK Kids Choice Awards. I'm going out for scones and some yummy clotted cream to celebrate. Thanks, UK kids!" Cameron was particularly proud to collect the inaugural **Best Burp** trophy in the US in 2003. "I chugged a Cola before I went onstage and it was like 'Bwaaapp'. I think that's the best award I've ever received," she laughs. "Nickelodeon's Kids' Choice Awards rock. I've had a blast every time I've gone to the show."

Television's biggest kid's TV event will premiere on **Nickelodeon** with an exclusive music special broadcast on **MTV Hits** and **TMF**. For the Nickelodeon Kids' Choice Awards, kids vote free at www.nick.co.uk/kca, and the red button facility on their TV remote – kids can enter to win tickets to the event, simply by voting. Voting commences on Monday 30th July 2007 until Sunday 30th September 2007. MTV viewers will also be able to vote exclusively for the hotly anticipated **MTV Hits Best Music Video Award**, by logging on at www.mtv.co.uk/kids. Music channels MTV Hits and TMF - also part of the MTV Networks UK & Ireland portfolio - will broadcast exclusive versions of the Nickelodeon Kids' Choice Awards – including behind the scenes interviews.

Nickelodeon UK, MD Howard Litton said: "We are proud to be bringing the Kids' Choice Awards to the UK for the first time this year. Nickelodeon is dedicated to making and commissioning the very best in high quality and innovative entertainment. Our viewers deserve the biggest and best event in children's television, we're going to deliver a spectacular live event on stage and on TV".

Hollywood superstar and previous US **Kids' Choice Awards ceremony host Ben Stiller** believes the Awards are the most genuine trophies in showbiz. "There's something very real about Kids' Choice and the enthusiasm kids have for what they like is very genuine. In that way it just feels very good to be a part of that connection...You can actually have fun and be a part of something that is very not cynical."

Nickelodeon Kids' Choice Awards is the only awards show in the world to put kids in power, honouring their opinions with a live show filled with the stars they most admire.

In March 2007, Nickelodeon's Kids' Choice Awards marked its 20th anniversary in the US smashing all previous rating and voting records. The live telecast of *Nickelodeon's 20th Annual Kids' Choice Awards*, hosted by Justin Timberlake, drew more than 6 million viewers and a record-breaking 40+ million votes cast by kids across nick's digital platforms.

In addition to the US show, Nickelodeon hosts seven fully localized versions of the Kids' Choice Awards around the world in Brasil, Mexico, Sweden, Holland, Italy, China and Australia. The 1st ever Kids' Choice Awards UK and Kids' Choice Awards Germany make their debuts this year.

THE NOMINATIONS FOR THE 1st EVER NICKELODEON KIDS' CHOICE AWARDS UK!

Best Band:

Fall Out Boy
Girls Aloud
McFly
Sugababes

Best Male Singer:

Danny Jones (McFly)
Drake Bell
Justin Timberlake
Mika

Best Female Singer:

Avril Lavigne
Cheryl Cole (Girls Aloud)

Best Movie Actor:

Daniel Radcliffe
Johnny Depp,
Orlando Bloom
Rowan Atkinson

Best Movie Actress:

Cameron Diaz
Dakota Fanning
Emma Watson
Keira Knightley

Best Reality Show:

Big Brother
Britain's Got Talent

Gwen Stefani
Hilary Duff

I'm a Celebrity – Get Me Out of Here
The X Factor

Best Book:

Blood Beast (The Demonata) – Darren Shan
Care and the Feeding of Sprites (Spiderwick
Chronicles) – Holly Black
Harry Potter and The Deathly Hallows
Jacky Daydream – Jacqueline Wilson

Best Cartoon:

Fairly Odd Parents
Recess
SpongeBob SquarePants
The Simpsons

Best Movie:

Harry Potter and the Order of the Phoenix
Pirates of the Caribbean: At World's End
Shrek the Third
The Simpsons Movie

Best Video Game:

FIFA Football
Mario Strikers: Charged Football
Sims 2
Wii Sports

Funniest Person:

Catherine Tate
Harry Hill
Jack Black
Rowan Atkinson

Best Sportsperson:

Dame Kelly Holmes
David Beckham
John Cena – WWE
Lewis Hamilton – F1

Best TV Presenters:

Ant & Dec
Davina McCall
Fearne Cotton
Ugly Mark

Best TV Show:

Doctor Who
Drake & Josh
H2O
Hannah Montana

Best TV Actor:

David Tennant (Dr Who)
Drake Bell (from Drake & Josh)
Nat Wolff (Naked Brothers Band)
Zac Efron (High School Musical)

Best TV Actress:

Ashley Tisdale (High School Musical)
Emma Roberts (Unfabulous)
Jamie Lynn Spears (Zoey 101)
Miley Cyrus (Hannah Montana)

MTV Hits Best Music Video:

Cupids Chokehold – Gym Class Heroes
Girlfriend – Avril Lavigne
Grace Kelly – Mika
Listen - Beyonce
Ruby – Kaiser Chiefs
Same Jeans – The View
Sweet Escape – Gwen Stefani Ft Akon
Too Little Too Late – Jo Jo
Umbrella – Rihanna
What Goes Around – Justin Timberlake

For more information on Nickelodeon Kids' Choice Awards UK, please contact:
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NOTES TO EDITORS

The Nickelodeon Kids' Choice Awards will be Produced by Nickelodeon UK, and all musical performances will be managed by MTV Networks Europe.

Nickelodeon UK is watched by over 10.9 million people and over 3.9 million kids every month. Nickelodeon UK is the number 1 outlet to directly reach kids aged between 2 and 12 years old and their families. Nickelodeon UK broadcasts five entertainment channels dedicated to kids, including Bafta Children's Channel of the Year Nickelodeon, Nick Replay and NickToons for kids aged 6-12 years old and pre-school specialist channels Nick Jr (Broadcast Best Specialist Channel) and Nick Jr 2 plus Nick Jr on TMF for Freeview subscribers. The network is the official home to hugely successful shows including SpongeBob SquarePants, Drake and Josh, Nicktrition, Dora the Explorer and LazyTown.

About MTV Networks UK & Ireland: MTV Networks is the largest television network in the world and a leading creator of programming and content across all media platforms, with 111 channels and 94 websites reaching more than 440 million households in 167 countries worldwide. MTV Networks UK & Ireland operates 3 channel groups – Comedy, Kids and Music. Our 9 branded music channels comprise of MTV, VH1, MTV Hits, MTV Base, MTV Dance, MTV2, MTV Flux, VH1 Classic and TMF. MTV Network's music channels are available on Sky, Cable (through ntl & Telewest) and Freeview, reaching larger audiences than at any time in UK history, with an average of over 17 million viewers each month according to BARB research.

Paramount and Nickelodeon in the UK are part of the MTV Networks International portfolio of channels through joint ventures with BSKYB. In addition, MTV Networks is a pioneer in the new and exciting world of digital media, winning awards for its interactive and online services, as well as being the first media company to offer made-for-mobile 3G video content. Since 2005 MTV Networks UK & Ireland has offered mobile distribution of four TV channels (MTV Snax, MTV Trax, Paramount and Nickelodeon). MTV Networks UK & Ireland recently launched MTV Overdrive, an on-demand, broadband entertainment and music service where users can view the best of MTV shows free and create and build their own playlists, and MTV Flux, a brand new social network community stretching across online mobile and television. MTV Networks is a unit of Viacom.