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JOJO SIWA AND DIVERSITY TO RETURN FOR SLIMEFEST 2018

Following the huge success of last year's shows, JoJo Siwa and Diversity will be returning to SLIMEFEST Acts will perform at all shows at The Arena, Blackpool Pleasure Beach alongside hosts Jordan Banjo and Perri Kiely

London, 15th March, 2017 – Nickelodeon star **JoJo Siwa** and **Diversity** will be returning to Nickelodeon's SLIMEFEST in partnership with VisitBlackpool from 20th - 22nd October at The Arena, Blackpool Pleasure Beach.

Last year's slime-filled music shows were a huge success with parents and kids alike, with JoJo making her UK performance debut with hit songs including "Boomerang" and Diversity showcasing their gravity-defying dance routines. They will again be joined by hosts **Jordan Banjo** and **Perri Kiely**, with the additional line up being announced in the run-up to this year's six performances.

Families can visit nick.co.uk/slimefest for more information on the music and slime-filled events.

Please note: due to the enormous demand for tickets, members of the public are being advised to acquire tickets as soon as possible or look for official competitions on Nickelodeon's social pages/with selected partners across the summer.

JoJo Siwa said "I'm so excited to be coming back to Blackpool for another year at SLIMEFEST! I love my U.K. fans so much and seeing everyone in the slime pit is going to be so much fun!"

JoJo Siwa is a Nickelodeon and Social Media superstar, with over 1.2 billion views on her YouTube channel alone. In addition to her co-hosting duties on Lip Sync Battle Shorties, she'll be performing at the Kids' Choice Awards in March and the first ever SLIMEFEST U.S. in Chicago this June and regularly collaborates on an extensive global consumer products range including her eponymous bows, a newly launched magazine series, apparel, accessories, home, toys, party and publishing. On air in the UK, Siwa has had guest roles in Nickelodeon hit shows School of Rock and Henry Danger, her own docu-style special JoJo Siwa: My World and will next be seen alongside Jace Norman in TV movie *Blurt!* airing Friday 6th April on Nickelodeon.

Jordan and Perri said "Another year of slime! We can't wait to host SLIMEFEST in Blackpool again. Last year was incredible and we're all looking forward to performing for you too...the energy is always amazing!"

Diversity members Jordan Banjo and Perri Kiely have a long withstanding relationship as presenters with Nickelodeon UK, from hosting their own show *Jordan and Perri's Ultimate Block Party* in 2013 and performing with Diversity at the Kids' Choice Awards UK nomination shows. They've also awarded Andy Murray, Ant and Dec, Mo'Nique and Olly Murs with the famous KCA blimps during special UK honorary slimings. Diversity won Britain's Got Talent in 2009 and have since completed 7 sell out arena tours, performed in front of Her Majesty the Queen, appeared in their first ever panto Dick Whittington at the London Palladium and most recently Ashley Banjo joined the judging panel of Dancing On Ice.

Councillor Gillian Campbell, the Deputy Leader of Blackpool Council said: "We are absolutely delighted to welcome back JoJo to SLIMEFEST in October.

"We also have the added bonus of seeing not just Diversity but Jordan and Perri again, in what is going to be an amazing event for all the family. This is fantastic news for Blackpool and look forward to welcoming SLIMEFEST fans from all over the country."

Amanda Thompson OBE, Managing Director of Blackpool Pleasure Beach adds, "Following on from the huge success of last year's SLIMEFEST, we are truly excited to see the event returning to Blackpool Pleasure Beach. As Blackpool Pleasure Beach is home to the UK's only Nickelodeon Land, I can't think of a better place for SLIMEFEST to take place."

Over 12,000 people attended the six sold out shows in 2017 with performances from Diversity along with 7 chart topping acts: Pixie Lott, The Vamps, Professor Green, Matt Terry, New Hope Club, 5 After Midnight and M.O. JoJo Siwa also made her UK performance debut. School of Rock stars Breanna Yde and Ricardo Hurtado featured as special guests.

Here are the highlights from last year <http://bit.ly/2DMFqQo>

Nickelodeon

The home of SpongeBob SquarePants, Teenage Mutant Ninja Turtles, PAW Patrol and Nella the Princess Knight, Nickelodeon UK & Ireland Network is available in over 13 million cable and satellite homes and now reaches more than 10 million viewers a month. Launched in 1993, the top-performing Nickelodeon network comprises seven dedicated entertainment channels for kids aged 4-15 and their families: Nickelodeon, Nickelodeon HD, Nickelodeon +1, Nicktoons, Nick Jr., Nick Jr. +1 and Nick Jr. Too. The entertainment company has built a diverse multi-platform business by putting kids first in everything it does – Kids Rule! Content is at the core of the business with critically-acclaimed and hugely-popular television programming from the UK and around the world. In addition to the quality television programmes, Nickelodeon also produces bespoke content available online and on Nick Play, as well as consumer product and recreation opportunities such as the UK's first-ever Nick theme park, Nickelodeon Land and the slimiest music festival for kids, SLIMEFEST UK.

VisitBlackpool

VisitBlackpool is the tourism arm of Blackpool Council and is tasked with promoting the UK's most popular holiday destination to leisure and business visitors, both domestically and internationally.

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