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VISIT BLACKPOOL

JOJO SIWA SET TO PERFORM AT SLIMEFEST

Ready, set – bow! YouTube sensation to give first-ever UK performances at SLIMEFEST in Blackpool 21st - 23rd October

Tickets on Sale NOW at nick.co.uk/slimefest

London, 14 July, 2017 – 14-year-old singer, dancer, performer and social media influencer **JoJo Siwa** has been confirmed for Nickelodeon’s **SLIMEFEST** in partnership with VisitBlackpool, taking place at **The Arena, Blackpool Pleasure Beach from 21st-23rd October**. JoJo will be performing her hit single “Boomerang” live and exclusively for the first time in the UK, as well as two new songs, at all six SLIMEFEST shows. Families can visit nick.co.uk/slimefest to purchase tickets for the music and slime-filled events. All tickets cost £15 plus booking fee.

JoJo Siwa said “I’m so super excited to perform in the U.K. at SLIMEFEST! I love my U.K. fans so much and performing for them is going to be so much fun! I cannot wait!”

After quickly realising she had a love for dance at age two, Siwa began taking classes in Tap, Jazz, Hip Hop and Ballet and featured in the number one Lifetime show, ‘Dance Moms.’ Off screen, Siwa connects with her fans in several different ways: through social media, where she currently has over 5.9 million followers on Instagram, 11.4 million followers on Musical.ly, 282,000 Twitter followers and 654 million views on her YouTube channel; through her SIWANATOR club which stands against negativity and bullying; through her varied line of consumer products; and with her single, “Boomerang,” which has been viewed more than 290 million times.

Nickelodeon has a successful relationship with the teen sensation, regularly collaborating on an extensive global consumer product range across categories including apparel, accessories, home, toys, party and publishing. On air, Siwa can next be seen in Nickelodeon’s *Sizzling Summer Camp Special* which premieres on **21st July at 5:00pm**. This variety special, interspersed with comedy sketches and musical numbers, follows fan-favourite Nickelodeon stars as they celebrate summer at a sleepaway camp. Then, fans will get a peek into Siwa’s exciting world in the upcoming docu-style special, *JoJo Siwa: My World* airing in August.

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

“She’s a perfect fit with Blackpool’s family market. We are excited that she’s joining us for her first UK music performances and it is fantastic news that she will be appearing at all six shows.”

Two SLIMEFEST shows will take place each day, at 1pm and 6pm. Ticket options include seated arena tickets or, exclusively available to kids, SLIME PIT tickets where attendees can get closer to the stars and are sure to get slimy. Full details on available tickets, including terms and conditions are available at nick.co.uk/slimefest.

JoJo will be performing alongside street dance troupe Diversity as well as special appearances from the stars of Nickelodeon’s *School of Rock*, Breanna Yde and Ricardo Hurtado. More music acts will be announced in due course.

4000 people attended the two sold-out SLIMEFEST shows in 2016. Held at the Empress Ballroom at the Winter Gardens, Blackpool, SLIMEFEST 2016 was hosted by Jordan and Perri and saw performances from Diversity, Conor Maynard, Alesha Dixon, Aston Merrygold and the Tide along with appearances from stars of the Nickelodeon show, *The Thundermans*, Kira Kosarin and Jack Griffo.

About Nickelodeon

The home of *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles*, *PAW Patrol* and *Dora the Explorer*, 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 Nickelodeon Store in Leicester Square.

VisitBlackpool has been tasked with promoting the UK’s most popular holiday destination to a worldwide audience. As the tourism arm of Blackpool Council, we work closely with local partners and stakeholders to showcase the best that Blackpool has to offer our visitors. Our role is to provide strategic leadership, guidance and advice on tourism and the visitor economy in Blackpool and to deliver services that attract and service the visitor that supports tourism businesses throughout Blackpool. www.visitblackpool.com

For more information, additional quotes or images please contact:

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