

For immediate release



## NICKELODEON INTERNATIONAL DEBUTS FIRST-EVER *KIDS' CHOICE AWARDS* SOCIAL SQUAD

Digital stars from around the world invite fans into the fabric of the 2017 Nickelodeon KCAS

Fans can vote now for their favourite squad member to get slimed from KCA week in  
Los Angeles

London, 3<sup>rd</sup> March, 2017 - Nickelodeon International has teamed up with seven internationally-loved content creators to form the first official global **KCA Social Squad**. The squad will transport fans into all of the exclusive, on-the-ground and backstage excitement at the **2017 Nickelodeon Kids' Choice Awards**. This year's show will air on Sunday, 12<sup>th</sup> March at 10:00am on Nickelodeon.

Beginning on Thursday, 9<sup>th</sup> March the KCA Social Squad, including **Saffron Barker** ([@saffronbarker](#), UK), digital-famous newlyweds **Gabriel Conte** ([@gabrielconte](#), USA) and **Jess Conte** ([@jessconte](#), Australia), **Mario Bautista** ([@mariobautistagil](#), Mexico), **Alex Mapeli** ([@alexmapeli](#), Brazil), KCA Favourite German Video Blogger nominee **Dagi Bee** ([@dagibee](#), Germany) and KCA Favourite Danish Music Artist nominee **Benjamin Lasnier** ([@benjaminlasnier](#), Denmark) will provide an exclusive look inside the official pre-KCAs Nickelodeon International Slime Soiree, Orange Carpet excitement and behind-the-scenes activity leading up to the big night on Saturday.

Collectively, the KCA Social Squad will bring a cross-platform following of more than **45 million fans** inside their exclusive 2017 KCA experience. This includes adventures backstage at the Paramount Lot, inside the KCA venue days before the big event and a VIP exploration of the coolest spots that Los Angeles has to offer.

Representing each of their respective home countries, the KCA Social Squad will provide fans from around the world with different perspectives of the KCA experience. Fans are encouraged to follow along via the official KCA Social Squad hashtag **#KCA Squad**.

### **Slime A Star**

To celebrate their initiation, the KCA Social Squad will be featured in Nickelodeon's international Slime A Star activation.

Until 9<sup>th</sup> March, fans can vote for their favourite international influencer to be slimed from KCA week in Los Angeles by simply using the following hashtags on Twitter and Instagram:

<b>Influencer</b>	<b>Supporting Region</b>	<b>Voting Hashtag</b>
<b>Benjamin Lasnier</b>	<b>Denmark</b>	<b>#SlimeBenjamin</b>
<b>Dagi Bee</b>	<b>Germany</b>	<b>#SlimeDagi</b>
<b>Saffron Barker</b>	<b>UK</b>	<b>#SlimeSaffron</b>
<b>Gabriel Conte</b>	<b>Australia</b>	<b>#SlimeGabriel</b>
<b>Jess Conte</b>	<b>Australia</b>	<b>#SlimeJess</b>
<b>Mario Bautista</b>	<b>Mexico</b>	<b>#SlimeMario</b>
<b>Alex Mapeli</b>	<b>Brazil</b>	<b>#SlimeAlex</b>

Nickelodeon will then slime the chosen influencer(s) with the sliming being streamed across Nickelodeon's international Facebook pages.

- @saffronbarker
- @gabrielconte
- @jessconte
- @mariobautistagil
- @alexmapeli
- @dagibee
- @benjaminlasnier

Get to know the KCA Social Squad: [click here](#)

Stay up-to-date on all *Kids' Choice Awards* news by liking Nickelodeon on [Facebook](#) and following @Nickelodeon on [Twitter](#) and [Instagram](#) using #KCA.

The presenting international sponsor of the *Kids' Choice Awards 2017* is Heelys.

*Nickelodeon's 2017 Kids' Choice Awards* is produced by Nickelodeon Productions. Elizabeth Kelly, Michael Dempsey, Shelly Sumpter Gillyard and Jay Schmalholz are executive producers.

### **Nickelodeon**

Available in over 13 million homes, Nickelodeon is the place where kids rule and features top shows such as Nickelodeon's Kids' Choice Awards, *Bella and the Bulldogs*, *Game Shakers*, *SpongeBob SquarePants* and *Sam & Cat*. Launched in 1993, Nickelodeon brings hit international and locally-produced entertainment content to audiences in the UK and Ireland. Viewers can also watch Nickelodeon in high definition through Nickelodeon HD and have the opportunity to catch up with the schedule through Nickelodeon +1. Exclusive games, behind the scenes clips, show information and more are available on [nick.co.uk](#) and Nick Play where viewers can find exclusive content updated daily. Viewers can watch Nickelodeon on Sky, Virgin, TalkTalk, BT Vision, YouView, VUTV on Freeview and on UPC in the Republic of Ireland.

The Nickelodeon Network brings the best in kids' content to the UK and Ireland with Nickelodeon channels available in over 13 million cable and satellite homes. Having launched in 1993 Nickelodeon UK comprises seven dedicated entertainment channels for kids aged 4-15 and their families, and is a joint venture between Viacom International Media Networks and BSkyB.

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### **For more information or images please contact:**

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