

**EMBARGOED UNTIL 9TH MARCH 2018 AT 10AM EST / 3PM GMT / 4PM CET**

Los Angeles / March 9, 2018



**NICKELODEON RECRUITS *KIDS' CHOICE AWARDS* PRANK SQUAD  
FEATURING GLOBAL SLATE OF DIGITAL STARS**

**FIFTEEN CONTENT CREATORS REPRESENTING 11 COUNTRIES TO EMBARK  
ON 2-DAY PRANK BATTLE IN LEAD-UP TO SHOW**

**FANS CAN VOTE FOR THEIR FAVORITE PRANKSTER TEAM TO GET SLIMED**

***Social tags: #KCAPrankStars #KCA***

***Download KCA Social Squad group and solo shots [here](#).***

Nickelodeon has teamed up with 15 globally loved content creators from 11 countries to form the 2018 KCA PrankStars (#KCAPrankStars), an international social squad that will transport a collective following of nearly **40 million fans** into all the exclusive, on-the-ground and backstage excitement at the 2018 Nickelodeon Kids' Choice Awards. This year's show will take place at the "Fabulous" Forum in Los Angeles on Saturday, March 24.

In lead-up to the big day, the KCA PrankStars will also embark on Nickelodeon International's first-ever KCA Prank War, as they go on action-packed adventures throughout Los Angeles from March 22-23. Squad members will be paired into competing prankster teams that fans can vote for on social in real time, with the winning prankster duo to nab the ultimate Nickelodeon prize: getting Slimed.

Teams and voting hashtags will be announced on March 21, when each PrankStar arrives in Los Angeles to begin the KCA prank adventure of a lifetime.

The KCA PrankStars include digital-famous talent representing the following countries:

- US: Brooklyn & Bailey ([@brooklynandbailey](#))
- US: Alex Stokes ([@imalexstokes](#))
- US: Alan Stokes ([@imalanstokes](#))
- AUSTRALIA: Alex Hayes ([@alexhayess](#))
- GERMANY: Mike Singer ([@mikesinger](#))
- ARGENTINA: Alejo Igoa ([@alejoigoa](#))
- MEXICO: Mariana Bonilla ([@marianaabonilla](#))
- SPAIN: Alvaro Mel ([@meeeeeeeel](#))
- BRAZIL: Malena Nunes AKA Loira Noob ([@loiranooob](#))
- UK: Saffron Barker ([@saffronbarker](#))
- US: Ben Azelart ([@benazelart](#))
- NETHERLANDS: Marije Zuurveld ([@marijezuurveld](#))

- ITALY: Luciano Spinelli ([@spnlv](#))
- FRANCE: Mademoiselle Gloria ([@gloria\\_nbr](#))

Fans from around the world will be able to follow along the KCA PrankStars' adventures backstage at the Paramount Lot, inside the KCA venue days before the big night and during their VIP exploration of the coolest spots Los Angeles has to offer. They will also give fans an inside look into the exclusive *Slime Soiree* pre-party – an epic event that honors and celebrates social media stars from around the world.

For even more exclusive content beyond the on-air show, and to vote for the PrankStar teams during their Los Angeles journey, follow their handles, your local @Nickelodeon social channels, and tag #KCAPrankStars #KCA.

Sponsors of *Nickelodeon's 2018 Kids' Choice Awards* include Barbie®, Cinnamon Toast Crunch™, Swiffer® and Toyota. The presenting international sponsor for the *2018 Nickelodeon's Kids' Choice Awards* is Heelys.

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

#### **About the 2018 Nickelodeon Kids' Choice Awards**

*Nickelodeon's 2018 Kids' Choice Awards* is produced by Nickelodeon Productions. Elizabeth Kelly, Michael Dempsey, Shelly Sumpter Gillyard and Jay Schmalholz are executive producers.

Media outlets can access photos and video for *Nickelodeon's 2018 Kids' Choice Awards* by logging onto [Nickpress.com](#).

#### **About Nickelodeon**

Nickelodeon, now in its 38<sup>th</sup> year globally, has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus special events, consumer products, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

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