

UNDER EMBARGO UNTIL 17:10 BST 02/08/2017



VISIT **BLACKPOOL**

PIXIE LOTT SET TO HEADLINE SLIMEFEST

Singer and The Voice Kids coach Pixie Lott, joins The Vamps, JoJo Siwa, Breanna Yde, Ricardo Hurtado, Diversity and Jordan and Perri at SLIMEFEST in Blackpool for two shows on Sunday, 22nd October.

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

London, 2nd August, 2017 – Nickelodeon and VisitBlackpool have announced that singer, **Pixie Lott** is set to headline at Nickelodeon’s **SLIMEFEST** for two shows on **Sunday, 22rd October** at The Arena, Blackpool Pleasure Beach. Taking place from 21st-23rd October, SLIMEFEST is in partnership with VisitBlackpool. Families can visit nick.co.uk/slimefest for more information and to purchase tickets. All tickets cost £15 plus booking fee.

Pixie Lott is fresh from The Voice Kids coaching panel, where Team Pixie’s Jess Folley was crowned the winner. She will headline both the 1pm and 6pm shows on Sunday, 22rd October and joins The Vamps, who will be headlining on Monday 23rd October. Saturday’s act is to be announced in the coming weeks.

“I can’t wait to perform at SLIMEFEST in Blackpool” said Pixie Lott, “I was last in Blackpool for Strictly so I am looking forward to swapping the samba for the slime pit!”

Pixie Lott joins recently announced The Vamps, JoJo Siwa as well as Diversity and the stars of Nickelodeon’s *School of Rock* Breanna Yde and Ricardo Hurtado. SLIMEFEST will be hosted by Nickelodeon presenters **Jordan Banjo** and **Perri Kiely**.

Councillor Gillian Campbell, the Deputy Leader of Blackpool Council said: “We are delighted to welcome Pixie Lott to SLIMEFEST Blackpool in October. She’s a perfect fit with Blackpool’s family market, having performed here before she’s a firm favourite with the Blackpool audience and we look forward to welcoming her back.”

Two SLIMEFEST shows will take place each day, at 1pm and 6pm. Ticket options include seated arena tickets or SLIME PIT tickets offered exclusively to kids and guaranteeing an uniquely slimy experience close to the stars. Full details on available tickets, including terms and conditions are available at nick.co.uk/slimefest.

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.

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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