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VISIT **BLACKPOOL**

NICKELODEON'S *SLIMEFEST* RETURNS TO BLACKPOOL THIS OCTOBER

Nickelodeon UK and VisitBlackpool Brings Slime, Music & Mayhem Back to
Blackpool Pleasure Beach on 20th – 22nd October 2018

Images can be downloaded here: <https://we.tl/YiuCvCWQ5W>

London, 1st February, 2018 – Nickelodeon UK are partnering again with VisitBlackpool to bring Nickelodeon's SLIMEFEST back to the UK's favourite beach resort for a third year of slime, music and mayhem following last year's six sold out shows. SLIMEFEST 2018 will take place at The Arena at Blackpool Pleasure Beach from 20th – 22nd October.

Bringing back a unique mix of music acts, special guests and surprises, tickets are on sale from today (1st February). Families can purchase tickets and find out more information at www.nick.co.uk/slime. Last year 12,000 people attended The Arena at Blackpool Pleasure Beach and 9,000 litres of slime were used across the weekend.

"SLIMEFEST 2018 promises to be yet another fun, messy and incredible weekend, it's sure to be a hit with kids and parents alike," said Alison Bakunowich, SVP General Manager, Nickelodeon UK & Ireland. "Last year was a huge success – with stellar acts, presenters and of course, plenty of slime. We plan to make this year's even better!"

Cllr Gillian Campbell, Deputy Leader of Blackpool Council, said: "We are so excited to be partnering again with Nickelodeon on another SLIMEFEST. This is a great event for families and we are looking forward to more slime-filled fun this year.

Hosted by Jordan Banjo and Perri Kiely, SLIMEFEST 2017 saw 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. Nickelodeon star and YouTube teen sensation JoJo Siwa also made her UK performance debut. *School of Rock* stars Breanna Yde and Ricardo Hurtado featured as special guests.

More information on the SLIMEFEST 2018 performers and hosts will be announced in the coming weeks. Here are the highlights from last year <http://bit.ly/2DMFgQo>

Over 100,000 people have attended related SLIMEFEST events across the globe at in Africa, Australia, Italy, UK and Spain.

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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