

# nickelodeon



## LINCOLN LAD NOMINATED FOR FRUIT SHOOT SKILLS AWARD

Local skateboarder receives Fruit Shoot Skills Award nomination on new Nickelodeon show, *Fruit Shoot Get Your Skills On*

**London, 4<sup>th</sup> August 2014** –The spotlight shines on Jesse, a talented skateboarder from Lincoln who is set to appear on new Nickelodeon series *Fruit Shoot Get Your Skills On*. Viewers can watch 14 year old Jesse receive his nomination for the ‘King of the Skatepark’ Skills Award in the premiere episode on **Saturday 9<sup>th</sup> August at 9:00am on Nickelodeon.**

Jesse is an accomplished skateboarder who has taken part in competitions across Europe. He’ll be up against three other talented skillsters vying to be crowned ‘King of the Skatepark.’ Fans can vote for Jesse at [nick.co.uk/getyourskillson](http://nick.co.uk/getyourskillson) from 9<sup>th</sup> August. The winner will be announced in the final episode of *Fruit Shoot Get Your Skills On*, airing on **Saturday 6<sup>th</sup> September at 9:00am on Nickelodeon.**

*Fruit Shoot Get Your Skills On* is a brand new series featuring super-skilled celebrity guests and musical performances from top UK acts including **Neon Jungle** and **Union J**. The magazine-style show will feature hilarious pranks and showcase the talents of some of the UK’s most exceptional kids, as they compete to win a coveted Fruit Shoot Skills Award. *Fruit Shoot Get Your Skills On* is presented by the **Fruit Shoot Skills Crew**, a nine-strong team of skilled professionals who will attempt incredible GUINNESS WORLD RECORDS™ titles on the show.

The Fruit Shoot Skills Crew take street skills to the next level as they inspire kids to enjoy physical exercise, learn new skills and get active. The Crew covers a diverse range of disciplines, members include: freestyle basketballer **Drew Hoops**, BMX flatlander **Matti Axel**, urban gymnast **Connor Boost**, boarder **Stefanie Five-O**, football freestyler **Laura Kicks**, breakdancer **B-Girl Lyra**, skipper **Rachael Sparks**, street dancer **B-Girl Issie** and beatboxer **MC Zani**.

### About Nickelodeon

Available in 14 million homes, Nickelodeon is the place where kids rule and features top shows such as Nickelodeon’s Kids’ Choice Awards, Sam & Cat, Victorious, SpongeBob SquarePants and iCarly. 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](http://nick.co.uk) and the dedicated Nick



app where viewers can find exclusive content updated daily. Nickelodeon is available 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 14 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.

### **About Robinsons Fruit Shoot**

Robinsons Fruit Shoot was launched by Britvic in 2000 and is now the number one kids' drinks brand as voted for by kids.<sup>1</sup> In line with our Responsibility Deal pledge to reduce calories from our portfolio, Britvic now produces only the No Added Sugar variety of Fruit Shoot in addition to flavoured water Hydro and juicy My5, which contains at least 80% juice with a splash of water and counts as one of your five a day, within Great Britain.

Free from artificial colours and flavours, Robinsons Fruit Shoot features a convenient re-sealable sports cap, for easy-drinking. The Robinsons Fruit Shoot range reflects current consumer preference, which sees the majority of parents purchasing the No Added Sugar options, accounting for 85% of the total Robinsons Fruit Shoot Juice Drink sales.<sup>2</sup>

Robinsons Fruit Shoot products included in any advertising piece or at the Nickelodeon Skills Tour are from the Robinsons Fruit Shoot No Added Sugar range throughout.

**- Ends -**

For more information, images and interview requests please contact:

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<sup>1</sup> Millward Brown, March 2014

<sup>2</sup> Nielsen, May 2014