



## **NICKELODEON'S *SLIMEFEST* RETURNS TO BLACKPOOL THIS OCTOBER**

**Nickelodeon UK & Ireland and VisitBlackpool Brings Slime, Music & Mayhem to  
Blackpool Pleasure Beach 21<sup>st</sup>- 23<sup>rd</sup> October**

**London, 21<sup>st</sup> March, 2017** – Nickelodeon UK & Ireland have partnered with VisitBlackpool to bring **Nickelodeon's SLIMEFEST** back to the UK's favourite beach resort.

Hosted by Nickelodeon presenters Jordan Banjo and Perri Kiely, **SLIMEFEST will take place at The Arena at Blackpool Pleasure Beach from 21<sup>st</sup>- 23<sup>rd</sup> October, 2017**. SLIMEFEST will feature special performances from Diversity with more acts set to be announced in the coming weeks. Tickets will go on sale on 11<sup>th</sup> April. Families can find out more about the event at [nick.co.uk/slimefest](http://nick.co.uk/slimefest).

"With Nickelodeon Land at Blackpool Pleasure Beach, we have a long standing and successful relationship with the resort so it is absolutely fantastic to be bringing SLIMEFEST back to Blackpool," said **Alison Bakunowich, General Manager, Nickelodeon UK & Ireland**. "Last year was so much fun and this year is going to be even better with a brilliant venue in The Arena, more acts and even more slime!"

Last year, 4000 people attended the two sold-out SLIMEFEST shows held at the Empress Ballroom at the Winter Gardens. Hosted by Jordan and Perri, SLIMEFEST 2016 saw performances from Diversity, Conor Maynard, Alesha Dixon, Aston Merrygold and the Tide with appearances from stars of *The Thundermans*, Kira Kosarin and Jack Griffo.

**Cllr Gillian Campbell, Deputy Leader of Blackpool Council**, said: "We are delighted to be once again working in partnership with one of the world's biggest and best known brands. Nickelodeon is a perfect fit with Blackpool's family audience. This year we look forward to staging six SLIMEFEST shows that promise to be bigger and better than before during the October half-term."

**Amanda Thompson OBE, Managing Director of Blackpool Pleasure Beach** adds, "Blackpool Pleasure Beach is delighted to be hosting SLIMEFEST at the Pleasure Beach Arena this October. Nickelodeon Land has been a huge hit with visitors since it opened in 2011 and this event gives them the chance to

experience fantastic Nickelodeon live entertainment as well as the opportunity to enjoy the only Nickelodeon branded theme park in the UK.”

### **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 and the Nickelodeon Store in Leicester Square.

For more information, additional quotes or images please contact:

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