

For immediate release



NICKELODEON'S *SLIMEFEST* ARRIVES IN BLACKPOOL THIS SEPTEMBER

Nickelodeon UK & Ireland Team-Up with Blackpool Council to Bring a Family-Friendly Festival to the Iconic Seaside Town.

London, 25th February, 2016 – Nickelodeon UK & Ireland have partnered with Blackpool Council to present the UK's first ever **Nickelodeon's SLIMEFEST**.

SLIMEFEST will form a part of Blackpool's world-famous Switch-On weekend with free and paid-for events taking place throughout Saturday 3rd and Sunday 4th September.

Expected to entertain thousands, SLIMEFEST will feature two live shows, activities, characters, music and plenty of slime.

The SLIMEFEST live shows will take place at the Empress Ballroom at the Winter Gardens, with the outdoor festival staged on the Switch-On arena at the Tower Festival Headland. Highlights from SLIMEFEST will be broadcast on the Nickelodeon channel later in the month.

"We already have a great relationship with Blackpool with Nickelodeon Land at Blackpool Pleasure Beach and our relationship is set to be strengthened even further with SLIMEFEST," said **Alan Musa, VP, Commercial Director at Viacom International Media Networks**. "We know the town is dedicated to providing the best in entertainment for families and that Blackpool will be a brilliant host for the UK's first ever SLIMEFEST. The Festival is set to be massive with activities, amazing acts and of course, loads of slime! UK kids are going to love it!"

SLIMEFEST in Blackpool will be the first to be held in the UK.

Cllr Gillian Campbell, Deputy Leader of Blackpool Council, said: "We are delighted to be working in partnership with one of the world's biggest and best known brands. Nickelodeon is a perfect fit with Blackpool's family market and we look forward to staging the UK's first SLIMEFEST event in Blackpool over the 2016 Switch-On Weekend. The shows and free outdoor festival will add a completely new dimension to the biggest date in Blackpool's tourism calendar."

Launched in Australia in 2012, Nickelodeon's SLIMEFEST is a family music festival made especially for kids, featuring headline talent, DJs and a showground festival. Spain launched SLIMEFEST in 2015 with the first Italian SLIMEFEST set to take place on 28th February.

The UK edition of SLIMEFEST will be an immersive music and entertainment festival focusing on kids aged four to 15. Featuring costume character appearances, hands-on activities, games and music, SLIMEFEST will run across the same weekend as the Switch-On for Blackpool's Illuminations.

"The debut of SLIMEFEST in Blackpool cements the town as the key location in the UK in which to experience Nickelodeon. Building on the success and popularity of Nickelodeon Land at Blackpool Pleasure Beach, SLIMEFEST is going to be a must-attend event for UK families," said **Amanda Thompson OBE, Managing Director of Blackpool Pleasure Beach.**

Information regarding the acts performing at SLIMEFEST, attached sponsors and ticketing will be announced in the coming weeks. Organisations interested in taking part in SLIMEFEST through sponsorship, experiential or sampling opportunities should contact the Nickelodeon Commercial and New Business team at kimberly.charlotte@nickelodeon.co.uk

Further information on the remainder of the 2016 Illuminations Switch-On weekend, including the Friday night celebration will also be announced in coming weeks, together with details of how people can obtain free wristbands to the Switch-On event on Friday 2 September.

About Nickelodeon

The home of SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Dora the Explorer, Nickelodeon UK 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 as well as bespoke content online and 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.

For more information, additional quotes or images, please contact:

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