

STRICTLY EMBARGOED UNTIL 1AM
ON MONDAY 30TH JULY 2007



**SUPERSTAR ROCKERS MCFLY TO HOST
THE 1ST EVER NICKELODEON KIDS' CHOICE AWARDS UK!
THE NOMINATIONS ARE IN...
AND MTV HITS JOINS THE PARTY TOO!**

The 1st ever Nickelodeon Kids' Choice Awards UK is thrilled to announce the official award nominations, and that multi platinum-selling, superstar rockers McFly are confirmed to host the all star, all-sliming awards ceremony. All happening on Saturday 20th October 2007, live at ExCel London.

McFly said: "The awards are huge in the US, with the most recent being presented by Justin Timberlake. We're really honoured to be hosting the 1st ever Nickelodeon Kids' Choice Awards in the UK - we're going to break the slime barrier!"

The Nickelodeon Kids' Choice Awards has previously included guests stars; Cameron Diaz, Justin Timberlake, Orlando Bloom, Tom Cruise and Vince Vaughn all getting the world famous Nickelodeon sliming – but who will get covered this year?! Televisions biggest kid's TV event will be premiered on **Nickelodeon**, with an exclusive music special edition being broadcast on **MTV Hits** and **TMF**.

McFly, who will release a new single in October, a Greatest Hits album in November and a new studio album next year, are nominated in Nickelodeon Kids' Choice Awards **Best Band** and **Best Male Singer** (Danny Jones) categories, and are excitedly looking forward to delivering four times the fun to an audience of 2000. The show that will celebrate some of the most famous faces from the world of kids' animation, books, movies, music, sports, television and video gaming in TV's biggest ever entertainment showdown.

Nickelodeon is the UK's number 1 commercial kids TV network, watched by over 10 million people every month. For the Nickelodeon Kids' Choice Awards, kids vote free at **www.nick.co.uk/kca**, and the red button facility on their TV remote – kids can enter to win tickets to the event, simply by voting. Voting commences on Monday 30th July 2007 until Sunday 30th September 2007.

Flying the flag for the UK, McFly take on US stars Fall Out Boy hoping to win in the **Best Band** category. But it's not all about the boys! Having achieved worldwide album sales of over 9 million, fellow **Best Band** nominees and feisty females, Sugababes will take on platinum selling Girls Aloud to be crowned pop princesses.

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McFly's front man Danny Jones, hot new sensation Mika and Cheryl Cole from Girls Aloud will give their stateside buddies a run for the ultimate superstar knighting in **Best Male** and **Best Female Singer** category as they take on Justin Timberlake, Nickelodeons very own Drake Bell from Drake and Josh, Hilary Duff, Avril Lavigne and Gwen Stefani in the **Best Male Singer** and **Best Female Singer** categories. Having recently picked up an award at the 20th Anniversary Nickelodeon Kids' Choice Awards 2007 in Los Angeles, Drake Bell and his fellow US pals will be serious talent to beat.

Fairly Odd Parents and Recess will compete against two of TV's yellowest TV stars, as SpongeBob SquarePants takes on Springfield's Bart Simpson for **Best Cartoon**.

Tough talking Simon Cowell scoops two nominations in the **Best Reality TV Show**, where he'll be competing against himself, with nominations for The X Factor and Britain's Got Talent.

Squash buckling pirates, adorable ogres, whizz kid wizards and a family of real cool dudes will all compete for **Best Movie**.

Best Movie Actress nominee Cameron Diaz is a huge fan of the Kids' Choice Awards and is thrilled to receive this nomination: "What a cool honor to be nominated for the first UK Kids Choice Awards. I'm going out for scones and some yummy clotted cream to celebrate. Thanks, UK kids!"

Cameron was particularly proud to collect the inaugural **Best Burp** trophy in the US in 2003. "I chugged a Cola before I went onstage and it was like 'Bwaaapp'. I think that's the best award I've ever received," she laughs. "Nickelodeon's Kids' Choice Awards rock. I've had a blast every time I've gone to the show."

For **Best TV Show**, Dr Who and the Darlicks will be taking on magical mermaids from hit TV show H2O, sassy songstress Hannah Montanah and chalk and cheese step-brothers Drake & Josh.

Who will be voted the **Funniest Person**? Is it Jack Black, big burper Harry Hill, the bonkers Mr Bean or the UK's most 'bovvered' comedienne Catherine Tate?

Kids are in the driving seat as the race for **Best Sports Person** begins. Will Formula 1's Lewis Hamilton be fast enough to score the award against football icon David Beckham, Dame Kelly Holmes and WWE superstar John Cena?

The Nickelodeon Kids' Choice Awards will be bursting with famous faces, hilarious sketches and musical performances. MTV viewers will also be able to vote exclusively for the hotly anticipated **MTV Hits Best Music Video Award**, by logging on at www.mtv.co.uk/kids. Music channels MTV Hits and TMF - also part of the MTV Networks UK & Ireland portfolio - will broadcast exclusive versions of the Nickelodeon Kids' Choice Awards – including behind the scenes interviews.

Nickelodeon UK, MD Howard Litton said: "We are proud to be bringing the Kids' Choice Awards to the UK for the first time this year. Nickelodeon is dedicated to making and commissioning the very best in high quality and innovative entertainment. Our viewers deserve the biggest and best event in children's television, we're going to deliver a spectacular live event on stage and on TV".

Hollywood superstar and previous US **Kids' Choice Awards ceremony host Ben Stiller** believes the Awards are the most genuine trophies in showbiz. "There's something very real about Kids' Choice and the enthusiasm kids have for what they like is very genuine. In that way it just feels very good to be a part of that connection...You can actually have fun and be a part of something that is very not cynical."

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Nickelodeon Kids' Choice Awards is the only awards show in the world to put kids in power, honouring their opinions with a live show filled with the stars they most admire.

Watch this space...it's the kids' choice, remember!

Please find full media contact details and nominations listed on the following pages...

THE NOMINATIONS FOR THE
1st EVER NICKELODEON KIDS' CHOICE AWARDS UK!

Best Band:

Fall Out Boy
Girls Aloud
McFly
Sugababes

Best Male Singer:

Danny Jones (McFly)
Drake Bell
Justin Timberlake
Mika

Best Female Singer:

Avril Lavigne
Cheryl Cole (Girls Aloud)
Gwen Stefani
Hilary Duff

Best Book:

Blood Beast (The Demonata) – Darren Shan
Care and the Feeding of Sprites (Spiderwick Chronicles) – Holly Black
Harry Potter and The Deathly Hallows
Jacky Daydream – Jacqueline Wilson

Best Cartoon:

Fairly Odd Parents
Recess
SpongeBob SquarePants
The Simpsons

Best Movie:

Harry Potter and the Order of the Phoenix
Pirates of the Caribbean: At World's End
Shrek the Third
The Simpsons Movie

Best Video Game:

FIFA Football
Mario Strikers: Charged Football
Sims 2
Wii Sports

Funniest Person:

Catherine Tate
Harry Hill
Jack Black
Rowan Atkinson

Best Movie Actor:

Daniel Radcliffe
Johnny Depp,
Orlando Bloom
Rowan Atkinson

Best Movie Actress:

Cameron Diaz
Dakota Fanning
Emma Watson
Keira Knightley

Best Reality Show:

Big Brother
Britain's Got Talent
I'm a Celebrity – Get Me Out of Here
The X Factor

Best Sportsperson:

Dame Kelly Holmes
David Beckham
John Cena – WWE
Lewis Hamilton – F1

Best TV Presenters:

Ant & Dec
Davina McCall
Fearne Cotton
Ugly Mark

Best TV Show:

Doctor Who
Drake & Josh
H2O
Hannah Montana

Best TV Actor:

David Tennant (Dr Who)
Drake Bell (from Dake & Josh)
Nat Wolff (Naked Brothers Band)
Zac Efron (High School Musical)

Best TV Actress:

Ashley Tisdale (High School Musical)
Emma Roberts (Unfabulous)
Jamie Lynn Spears (Zoey 101)
Miley Cyrus (Hannah Mantana)

MTV Hits Best Music Video:

Cupids Chokehold – Gym Class Heros
Girlfriend – Avril Lavigne

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Grace Kelly – Mika
Listen - Beyonce
Ruby – Kasier Chiefs
Same Jeans – The View
Sweet Escape – Gwen Stefani Ft Akon
Too Little Too Late – Jo Jo
Umbrella – Rhianna
What Goes Around – Justin Timberlake

For more information on Nickelodeon Kids' Choice Awards UK, please contact:

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Media Only: Press materials and event media-pass requests can also be sourced and completed at press.nick.co.uk

(Please do not enter www. before the above address)

NOTES TO EDITORS

The Nickelodeon Kids' Choice Awards will be Produced by Nickelodeon UK, and all musical performances will be managed by MTV Networks Europe.

Nickelodeon UK is watched by over 10.9 million people and over 3.9 million kids every month. Nickelodeon UK is the number 1 outlet to directly reach kids aged between 2 and 12 years old and their families. The Nickelodeon Kids Choice Awards currently airs around the globe to an audience in excess of 205 million Choice Awards currently airs around the globe to an audience in excess of 205 million households. In 2006, Italy launched it's first ever Kids Choice Awards in Milan, and later this year Nickelodeon in Australia, Germany and Holland will join London in hosting their own special events.

Nickelodeon UK broadcasts five entertainment channels dedicated to kids, including Bafta Children's Channel of the Year Nickelodeon, Nick Replay and NickToons for kids aged 6-12 years old and pre-school specialist channels Nick Jr (Broadcast Best Specialist Channel) and Nick Jr 2 plus Nick Jr on TMF for Freeview subscribers. The network is the official home to hugely successful shows including SpongeBob Squarepants, Drake and Josh, Nicktrition, Dora the Explorer and LazyTown.

About MTV Networks UK & Ireland: MTV Networks is the largest television network in the world and a leading creator of programming and content across all media platforms, with 111 channels and 94 websites reaching more than 440 million households in 167 countries worldwide. MTV Networks UK & Ireland operates 3 channel groups – Comedy, Kids and Music. Our 9 branded music channels comprise of MTV, VH1, MTV Hits, MTV Base, MTV Dance, MTV2, MTV Flux, VH1 Classic and TMF. They feature the best in music alongside popular shows such as Pimp My Ride, Newlyweds, Punk'd, Dirty Sanchez and Cribs. MTV Network's music channels are available on Sky, Cable (through ntl & Telewest) and Freeview, reaching larger audiences than at any time in UK history, with an average of over 17 million viewers each month according to BARB research.

Paramount and Nickelodeon in the UK are part of the MTV Networks International portfolio of channels through joint ventures with BSKYB. In addition, MTV Networks is a pioneer in the new and exciting world of digital media, winning awards for its interactive and online services, as well as being the first media company to offer made-for-mobile 3G video content. Since 2005 MTV Networks UK & Ireland has offered mobile distribution of four TV channels (MTV Snax, MTV Trax, Paramount and Nickelodeon). MTV Networks UK & Ireland recently launched MTV Overdrive, an on-demand, broadband entertainment and music service where users can view the best of MTV shows free and create and build their own playlists, and MTV Flux, a brand new social network community stretching across online mobile and television. MTV Networks is a unit of Viacom.