



MEDIA RELEASE

Tuesday 30 September 2008

ONLY 11 SLEEPS TO GO UNTIL NICKELODEON'S KIDS CHOICE AWARDS!

The countdown is on for the best awards show in town - Nickelodeon's Australian Kids' Choice Awards 2008 on Saturday October 11.

Australia's hottest singing star, Natalie Bassingthwaighte, will perform her new single '**Alive**' – a world premiere performance of the song. Natalie will be hosting the show alongside WWE champion John Cena.

The star studded show will feature celebrity participants including, Rove McManus, Brian McFadden, three-time Gold medalist swimmer Stephanie Rice and the Australian Idol finalists, with performances by Ricki-Lee, ARIA Award winning group Operator Please and Short Stack.

Celebrity guests on the Orange Carpet also include Bindi Irwin, who is currently in Alaska with her family taking part in critical groundbreaking research work on humpback whales. Bindi is flying in especially to take part of her favourite Kids Choice Awards. Joining her on the carpet are the kids from 'Are You Smarter Than A 5th Grader', Shane Warne, cast members from Neighbours and many more.

Now in its sixth year, Nickelodeon's Australian Kids' Choice Awards will be held at the Hisense Arena, Melbourne Park and will air exclusively on Nickelodeon at 6.30pm, Saturday 11th October.

Voting in the 19 categories is now closed however in a Nick first kids can vote for the So Hot Right Now Award from Monday October 6 via the website www.nickelodeon.com.au, SMS and FOXTEL's red button on the day of the awards up until 4pm.

The So Hot Right Now category recognises up and coming Australian talent. With kids voting up until 4pm on the day of the show the winner will be unknown until the very last minute – who will it be?

Nickelodeon's Australian Kids' Choice Awards has emerged as one of the biggest events in Australia, boasting massive audience participation. It is the only televised kids awards show in Australia that gives kids the power to vote for their favourites and honours their opinions with a show filled with the stars they love and the slime that flows!

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About Nickelodeon

Now in its 29th year and 13th year in Australia, is the leading entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. Nickelodeon Australia airs Nickelodeon and Nick Jr. channels 24 hours a day, seven days a week. Nick Jr. was the first channel in Australia totally dedicated to preschoolers. The channel builds on Nickelodeon's reputation as the world's leading entertainment brand for kids. It sources the best programs locally and from around the globe that stimulate, educate, involve and excite developing and enquiring minds. Nickelodeon is seen in over 1.9 million households via AUSTAR, FOXTEL, and OPTUS. The company's portfolio extends across television, online, mobile, theme parks and music.