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Nickelodeon to Produce and Present Nickelodeon SlimeFest, Immersive Multi-Day Event for Kids and Families

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NEW YORK--(BUSINESS WIRE)-- Nickelodeon, the number-one kids' network, has announced plans to launch *Nickelodeon SlimeFest*, the first multi-day music festival for kids and families in the U.S. Coming next year, the festival will feature performances by top recording artists, immersive one-of-a-kind experiences, [Nickelodeon](#) stars and characters, and plenty of the network's signature green slime. More details including dates, venue and performer lineup will be announced soon. The news was announced at Nickelodeon's Upfront presentation, held today in New York City.

"*Nickelodeon SlimeFest* will combine the best of our brand with all the things we know kids love—pop music, family time and incredibly cool interactive experiences that they can't get anywhere else," said Cyma Zarghami, President, Nickelodeon Group. "Part music festival and part giant party for the entire family, *SlimeFest* will bring Nickelodeon to life in a completely new way."

Nickelodeon SlimeFest has seen success around the globe as a slime-filled, multiplatform music and entertainment event since its inception in Australia in 2012. The event has expanded year over year and currently takes place in additional markets including the U.K., Spain, Italy and South Africa.

In addition to Nickelodeon creating on-the-ground and immersive real-world experiences for its audience, the brand continues to be the top kids' entertainment destination. Nickelodeon year to date is the number-one kids' network, with the top shows on all TV in every key demo--the top 10 among Kids 2-11; nine of the top 10 with Kids 6-11; and six of the top 10 shows for Kids 2-5. Nick recently marked its third straight year at number one with kids, outpacing the competition most recently in 2016 by double digits. Nickelodeon also had the top shows in every demo in 2016: nine out of the top 10 with Kids 2-11; six of the top 10 with Kids 6-11; and six of the top 10 preschool programs.

Nickelodeon, now in its 37th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated basic cable network for 20 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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