

Five-Time World Series Champion Derek Jeter to Be Honored with the Legend Award at Nickelodeon's Kids' Choice Sports 2015

Awards Telecast Hosted by Super Bowl Quarterback Russell Wilson, Thursday, July 16 at 8 p.m. (ET/PT)

Click [HERE](#) to view and download a clip of 2014 Kids' Choice Sports Legend Awards recipient David Beckham honored with gold sliming

LOS ANGELES--(BUSINESS WIRE)-- After a historic 20-year career with the New York Yankees, former team captain, entrepreneur and New York Times best-selling author Derek Jeter will be honored with the Legend Award at Nickelodeon's [Kids' Choice Sports 2015](#) in recognition of his unmatched talent, integrity and sportsmanship on and off the field. Hosted by Seattle Seahawks' two-time Super Bowl quarterback Russell Wilson, *Nickelodeon's Kids' Choice Sports 2015*, which returns for its second year, will air live on Thursday, July 16 (8 pm ET/PT) from Pauley Pavilion in Los Angeles.

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FIVE-TIME WORLD SERIES CHAMPION DEREK JETER TO BE HONORED WITH THE LEGEND AWARD AT NICKELODEON'S KIDS' CHOICE SPORTS 2015 (Photo: Business Wire)

Letters degree for his leadership, accomplishments on the baseball field and dedication to improving the lives of young people through the Turn 2 Foundation.

The Legend Award honors athletes who are the ultimate role models to kids across the globe, inspiring generations year after year. Last year, worldwide superstar David Beckham was presented with the first Legend Award, and celebrated by being doused in golden slime with his kids.

"I am incredibly honored to receive Nickelodeon's Legend Award at this year's *Kids' Choice Sports* awards," said Jeter. "Inspiring kids to follow their dreams and live a healthy lifestyle is so important to me, so I want to take this opportunity to tell all aspiring athletes out there to work hard, love what you do, put your best foot forward and never forget the kid in you."

By the time he stepped away from baseball in 2014, Derek Jeter had established himself as one of the most respected men to ever have played the game. Jeter is a five-time World Series Champion and joined baseball's exclusive 3,000-hit club on July 9, 2011. He has received numerous accolades in recognition of both his on-field skill and his commitment to community service, including: World Series MVP (2000); 14-time MLB All-Star; 5-time Gold Glove Award; 5-time Silver Slugger Award; AL Rookie of the Year (1996); Roberto Clemente Award (2009); Sports Illustrated Sportsman of the Year Award (2009); the Sporting News Good Guy in Sports Award (2002); Michigan Association of School Administrators Champion for Children Award (2005); Joe Torre Safe at Home MVP Award (2010); Lou Gehrig Memorial Award (2010). In 2012, Siena College recognized Jeter with a Doctor of Humane

In retirement, Jeter now focuses on transitioning a storied career into a variety of successful business ventures. Most recently, Jeter announced The Players' Tribune, an innovative multimedia digital company where world-class athletes share their honest and unique perspectives, bringing fans closer to the games they love. In November 2013, Jeter and Simon & Schuster announced the Jeter Publishing imprint. Jeter also serves as Partner and Brand Development Officer of Luvo, a transformational lifestyle food brand where he is involved in product development, brand awareness and strategic partnerships. Jeter continues to be the driving force behind the Turn 2 Foundation, which he established in 1996 to give back to the communities with which he has a close connection, including West Michigan, Tampa and New York City. He satisfies his passion for inspiring young people through initiatives - like the Jeter's Leaders program - that promote academic excellence, leadership development, positive behavior, healthy choices and social change. During Derek's baseball career, the Turn 2

Foundation has awarded more than \$20 million in grants to create and support signature programs that motivate young people to turn away from drugs and alcohol and "Turn 2" healthy lifestyles. It remains committed to continuing this mission well into the future.

With special guests, performances, outrageous competitions and unique categories to be announced in the coming weeks, *Kids' Choice Sports 2015* will be bursting with fun, unforgettable moments, epic slimings and sheer 'fan'-demonium that can only happen on Nickelodeon. Kids from around the country will show their support for their favorite athletes, teams and sports moments and decide who will take home a cherished, one-of-a-kind Nickelodeon orange mohawked blimp trophy.

Kids can gear up for game day across all of Nickelodeon's digital platforms including Nick.com and the Nick App on iOS, Android, Fire OS, Xbox 360 and Windows 8. Nick.com/sports is the official destination for everything Kids' Choice Sports where fans can get their fill of funny short form videos, flip through photo galleries featuring all-star athletes, take quizzes to prep for the big game and more! Beginning June 8th, kids can root for their faves, pick the pros they'd like to see walk away with a blimp, and multiply their votes by playing the Slime Sports Multiplier game. Then on July 16th, Nick.com and the Nick App will be the place to score a court-side seat for all of the Orange Carpet and live show action with a live photo stream and loads of video clips, straight from the main event! Plus, kids will be able to get in the game like never before, with a live vote that impacts what goes down in the show itself!

Kids' Choice Sports 2015 Presenting Sponsors include Verizon. Associate Sponsors include Nationwide and Popsicle®.

Nickelodeon's Kids' Choice Sports 2015 is produced by Done + Dusted in association with Nickelodeon Productions. Jay Schmalholz and Shelly Sumpter Gillyard are executive producers. Constance Schwartz and Michael Strahan of SMAC Entertainment will serve as executive producers, alongside Ian Stewart and Hamish Hamilton of Done + Dusted with Hamilton also serving as director of the show.

About Nickelodeon

Nickelodeon, now in its 36th 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 100 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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