

Nickelodeon Plans First-Ever Coverage of The Presidential Inauguration

NEW YORK, Jan 15, 2009 -- Culminating its unprecedented year-long Kids Pick the President (KPP) campaign--which encompassed a first-ever "Kids' Primary"; coverage of the political conventions; and the biggest "Kids Vote" in the network's history--Nickelodeon, in another first, will feature coverage of the historic presidential inauguration starting Monday, Jan. 19, at 4 p.m. ET/PT. KPP Election Connection Team correspondents -- Lily Collins, JJ and Pick Boy -- will report on the political celebration from Washington, D.C. in a series of pre-taped interstitials highlighting the historic Inauguration Day and the celebrations leading up to it.

Additionally, on Inauguration Day -- Tuesday, Jan. 20 -- at 8 p.m., vignettes featuring footage of the President-Elect's Oath of Office, will air on Nickelodeon, The N and Nicktoons Networks. Interstitials will continue to air on Nickelodeon through Jan. 31 and will highlight the parade down Pennsylvania Avenue; President-Elect Obama's arrival at the White House; his inauguration speech; and more.

"We decided to continue the 2008 Kids Pick the President campaign through the inauguration in order to give kids the complete presidential election experience," said Marva Smalls, Executive Vice President, Public Affairs, Nickelodeon Kids and Family Group. "The enormous turn out for the first kids' primary and the 'Kids' Vote' has shown the magnitude of kids' interest in this election. We want to sustain that enthusiasm by giving them a front row seat to this historic day."

The 2008 KPP campaign kicked off in January with the first-ever "Kids' Primary", which resulted in kids accurately predicting Senators Obama and McCain to win their respective party tickets. Leading up to the KPP online vote, Nick News aired four election-themed episodes including: "Kids' Primary"; "Election Issues"; "Tales from the Trail"; and "Kids Pick the President". Nickelodeon's Election Connection Team hit the Democratic and Republican National Conventions and provided kids with an insider's look through blogs, interstitial programming and public service announcements. The 2008 KPP "Kids' Vote" received a record-breaking 2.2 million votes in the network's online poll. Nickelodeon has held a "Kids' Vote" every election year since 1988, and kids have now correctly predicted the winner in five out of the last six U.S. presidential campaigns.

Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 98 million households and has been the number-one-rated basic cable network for 14 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. (NYSE: VIA, VIA.B).

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