

# Nickelodeon Announces Launch of 2014 Kids' Choice Awards: The Official Multi-Touch Book, First-Ever Book Release for a Live Awards Show, Exclusively on iBooks

Free, Interactive, Digital Book to Provide Fans an Inside Look at Nickelodeon's Signature Event, Available Now

**27th Annual Kids' Choice Awards will be Hosted by Superstar Mark Wahlberg Live, Saturday, March 29**

NEW YORK--(BUSINESS WIRE)-- Nickelodeon is launching an interactive, digital *Kids' Choice Awards*-themed Book, the first-ever dedicated book produced for a live awards show, available exclusively on iBooks starting today. The *2014 Kids' Choice Awards: The Official Multi-Touch Book* offers fans an inside look at the irreverent show before and after the star-studded event. Download the book for free at [www.iTunes.com/KCA](http://www.iTunes.com/KCA).



The book features fun facts about *Kids' Choice Awards*, this year's nominees and host, Oscar® and Golden Globe®-nominated actor and producer, Mark Wahlberg; video clips from *Kids' Choice Awards* throughout the years; behind-the-scenes videos of Nick stars; photo galleries of the most memorable show moments throughout the years; quizzes, unexpected surprises and more. The book will be updated leading up to the big event. Nickelodeon's *27th Annual Kids' Choice Awards* airs live on Saturday, March 29 (8-9:30 p.m. ET/PT, tape delayed for West Coast).

Highlights of the book include:

- A live countdown clock to the show, synced to the iPad time-zone setting;
- A KCA ballot for users to keep track of their picks to win including links to officially submit their votes via [Nick.com](http://Nick.com);
- A treasure hunt with items hidden throughout

Nickelodeon Launches First-Ever Kids' Choice Awards Digital Book (Photo: Business Wire)

the book as users explore the many surprises the book has to offer;

- Behind-the-scenes videos with Nick talent talking about their KCAs experiences and what they are most looking forward to from this year's show, including some exclusive pieces videos;
- Video clips from the most memorable KCAs and trivia quizzes;
- A 360 degree, 3D look at the famed *Kids' Choice Awards* orange blimp.

At [iTunes.com/KCA](http://iTunes.com/KCA), users will be able to preview all categories and nominated content that's available on iTunes. This will include the ability to preview songs or watch movie trailers. The *2014 Kids' Choice Awards Book* is free and available now. Download the book and the nominated content at [www.iTunes.com/KCA](http://www.iTunes.com/KCA).

Nickelodeon's *27th Annual Kids' Choice Awards* will be hosted by superstar [Mark Wahlberg](http://MarkWahlberg.com) (*Transformers: Age of Extinction*), airing live on Saturday, March 29 (8-9:30 p.m. ET/PT, tape delayed for West Coast). Wahlberg will be joined by Hollywood's biggest stars in an unforgettable telecast where kids rule. Among this year's group of nominees vying for the coveted orange blimp are Jennifer Lawrence, Sandra Bullock, Pharrell Williams, Neil Patrick Harris, Hugh Jackman, Dwayne Johnson, Mila Kunis, Steve Carell, Katy Perry, Maroon 5, One Direction, Miley Cyrus, Macklemore & Ryan Lewis, Justin Timberlake, Pitbull, Bruno Mars, Johnny Depp, Robert Downey Jr., Taylor Swift, Lady Gaga, Jennette McCurdy, Ariana Grande, Selena Gomez and many more.

## About Nickelodeon

Nickelodeon, now in its 34th 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 19 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140311006159/en/>

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