

CORRECTING and REPLACING PHOTO Nickelodeon Introduces Kids' Choice Sports 2014, Brand-New Awards Show Hosted by Legendary NFL Star Michael Strahan

Event Celebrating Kids' Favorites in the World of Sports Set for Thursday, July 17, at UCLA's Pauley Pavilion in Los Angeles

Network Institutes *Kids' Choice Sports* Council of Influencers, Including Cal Ripken Jr., Misty May-Treanor and Deion Sanders, Among Many Others

NEW YORK--(BUSINESS WIRE)-- Please replace the photo with the accompanying corrected photo.

The release reads:

NICKELODEON INTRODUCES *KIDS' CHOICE SPORTS 2014*, BRAND-NEW AWARDS SHOW HOSTED BY LEGENDARY NFL STAR MICHAEL STRAHAN

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For over 26 years, Nickelodeon's [*Kids' Choice Awards*](#) has been the bellwether event touting kids' favorites in the world of entertainment, and it has grown to one of the most anticipated annual shows in Hollywood. In July 2014, [Nickelodeon](#), along with Host/Executive Producer Michael Strahan (*LIVE with Kelly and Michael*, *Fox NFL Sunday*), will bring all the fun, excitement and slime of the *Kids' Choice Awards* to the world of sports and allow kids around the country to pick their favorites in a new, live awards show--*Kids' Choice Sports 2014*.

Set to take place Thursday, July 17, at UCLA's Pauley Pavilion in Los Angeles, *Kids' Choice Sports 2014* will follow Nickelodeon's *Kids' Choice Awards* legacy to honor kids' favorite athletes, teams and sports moments from the year in one big, slimy sports celebration. In true Nickelodeon spirit, the event will also feature a daring, slime-filled sports stunt performed on a star athlete's home turf, a special halftime live musical performance and top athletes competing outside their sports realm for a KCS trophy.

Legendary NFL star Michael Strahan is host and executive producer of Nickelodeon's brand-new awards show, *Kids' Choice Sports* coming to Nickelodeon in July. (Photo: Business Wire)

Sports awards," said Strahan. "As an athlete and as a father to four kids who grew up with Nickelodeon, I know firsthand what an important role sports play in kids' lives. This is going to be a kids' Super Bowl-sized event that will have the best athletes, the best entertainment, the most fun, and of course the best slimings the world of sports has ever seen for the whole family to watch together."

"Giving kids a voice and a chance to celebrate their favorites with big events has been part of the Nickelodeon DNA since we launched the first *Kids' Choice Awards* over 26 years ago, and we are thrilled to have Michael Strahan as our host and executive producer of our first *Kids' Choice Sports* awards," said Cyma Zarghami, President of Nickelodeon. "Sports are a huge part of kids' lives and in the spirit of *Kids' Choice*, we are going to celebrate it in the biggest, loudest, slimiest way possible this summer!"

A *Kids' Choice Sports* council consisting of influencers in the sporting world will lend their expertise and experience to help inform the awards show, consult on the nominee process and give feedback on categories. Members of the committee include: Baron Davis (former New York Knicks and two-time NBA All-Star); Ken Griffey Jr. (former baseball outfielder and 13-time All-Star); Lisa Leslie (former WNBA MVP and four-time Olympic gold medal winner); Cal Ripken Jr. (former shortstop and third baseman for the Baltimore Orioles and 19-time All-Star); Deion Sanders (NFL Pro Football Hall of Famer); Misty May-Treanor (three-time Olympic beach volleyball gold medalist); Andy Elkin (Agent, Creative Artists Agency); Tracy Perlman (VP

"It is a real honor to be the inaugural host of the *Kids' Choice*

Entertainment Marketing and Promotions, NFL); Jeff Schwartz (President and Founder, Excel Sports Management); Jill Smoller (SVP, William Morris Endeavor); Leah Wilcox (VP, Talent Relations, NBA); Alan Zucker (SVP, IMG Clients Group); Michael Phelps (most decorated Olympian of all time); Tony Hawk (professional skateboarder) and Zane Stoddard (VP, Entertainment Marketing and Content Development, NASCAR).

Legendary NFL star and *Fox NFL Sunday* analyst Michael Strahan is the co-host of the top-rated morning talk show *LIVE with Kelly and Michael*. Prior to joining the ranks of the top sports broadcasters in the country, Strahan helped lead the New York Giants to their third Super Bowl championship in 2007 with a dramatic win over the New England Patriots. A seven-time Pro-Bowler and one of only four players ever to lead the NFL in sacks for two seasons during his 15-year NFL career, Strahan was named the NFL Defensive Player of the Year in 2001 when he broke the 18-year-old NFL single season sack record with 22.5 sacks, a record that still stands today.

Now a partner in SMAC Entertainment, Strahan brings his skills, determination, leadership, experience and humor to the multi-dimensional entertainment management, branding, and production company. In October 2013, they announced the start of production on an untitled biopic of boxer Arturo Gotti, alongside executive producer Mark Wahlberg. Constance Schwartz of SMAC Entertainment is an executive producer.

Ian Stewart and Hamish Hamilton of *Done and Dusted* (London 2012 Olympics Opening Ceremony, *2013 Victoria's Secret Fashion Show*, *iHeartRadio Music Awards 2014*) are onboard as executive producers of *Kids' Choice Sports 2014*, with Hamilton also serving as director of the show. Constance Schwartz of SMAC Entertainment is also an executive producer.

As president of *Done and Dusted*, Stewart devises, stages and films some of the biggest events across the planet. The prolific production company has garnered awards from the Grammys to a Peabody, Emmys and BAFTAs, Rose d'Ors and countless others. Recent highlights include: NBC's *New Year's Eve with Carson Daly* 2012-2013; NBC's *Hurricane Sandy Coming Together* benefit; *CNN Heroes: An All-Star Tribute 2012*; and *Victoria's Secret Fashion Show 2013*.

Hamilton's credits as director and producer include the Super Bowl Halftime Show 2014, the *2014 Academy Awards*, *2014 MTV Movie Awards*; all four ceremonies for the London 2012 Olympic Games, and The Rolling Stones at Glastonbury. This year he received two BAFTAs and an Emmy nomination. Hamilton began his directing career in Scotland working for the BBC and has since travelled far and wide shooting documentaries, concert films and awards shows on every continent.

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 almost 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 trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140313005866/en/>

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