

Hollywood's Biggest Stars to Make Their Debut Appearance as Presenters at Nickelodeon's 27th Annual Kids' Choice Awards

Andy Samberg, Will Arnett, Michael Strahan, Jim Parsons, Kristen Bell, Debby Ryan, Chris Evans and the Bella Twins

Join Host Mark Wahlberg Live on Saturday, March 29, at 8 P.M. (ET/PT)

Nickelodeon Sweetens Marquee Night with Brand-New Episodes of *Sam & Cat*, *SpongeBob SquarePants* and *Instant Mom* Guest Starring Cody Simpson

LOS ANGELES--(BUSINESS WIRE)-- Nickelodeon will have kids on the edge of their seats as this year's *Kids' Choice Awards* winners are unveiled by an all-new slate of Orange Blimp-handing luminaries. **Andy Samberg** (*Brooklyn Nine-Nine*), **Will Arnett** (*Teenage Mutant Ninja Turtles*), **Michael Strahan** (*LIVE with Kelly and Michael*), **Jim Parsons** (*The Big Bang Theory*), **Kristen Bell** (*Veronica Mars*), **Debby Ryan** (*Jessie*), **Chris Evans** (*Captain America: The Winter Soldier*) and WWE Divas **Brie** and **Nikki Bella** will join host Mark Wahlberg and previously announced performers Aloe Blacc and American Authors, in announcing this year's honorees at the [27th Annual Kids' Choice Awards](#), airing live next Saturday, March 29, at 8 p.m. Returning presenters **Lea Michele** (*Glee*) and WWE Superstar **John Cena**, along with **Tia Mowry-Hardrict** (*Instant Mom*), **Ross Lynch** (*Muppets Most Wanted*) and **Kaley Cuoco** (*The Big Bang Theory*), will also make special appearances. Kids can still [cast their votes](#) in 22 categories across all of Nickelodeon's digital outlets - [Nick.com](#) desktops and mobile devices, as well as the Nick app on iOS, Kindle, and Android - and users will be able to vote on Nickelodeon's [Twitter](#) feed using custom KCA hashtags.

Adding to its pinnacle night for kids, beginning at 7 p.m., Nickelodeon will premiere a brand-new episode of *Sam & Cat* followed by *SpongeBob SquarePants* with drop-ins from the *Kids' Choice Awards* Orange Carpet where Jeff Sutphen, *Instant Mom*'s Sydney Park and *See Dad Run*'s Ryan Newman will interview all the stars as they arrive. In *Sam & Cat* "#SuperPsycho," Nora makes a return and targets Dice as a way to get revenge on Sam. With nowhere else to turn, Sam and Cat are forced to ask for some unlikely help from Nevel. Danielle Morrow, Reed Alexander and Noah Munck guest star in this supersized episode. Fans can also download the *Sam & Cat* theme song, "Just Fine" on iTunes beginning March 25.

An all-new *SpongeBob SquarePants* immediately follows where in "Kenny the Cat," SpongeBob will do anything to meet his newest hero, Kenny the Cat, voiced by Biz Markie. Following the live telecast at 9:30 p.m. is a brand-new *Instant Mom* guest starring international pop artist Cody Simpson. In "A Kid's Choice," Gabby and James both submit their own videos to win tickets to a sold-out Cody Simpson concert, but when Aaron wins the tickets with his own video, the family fights over who will go with him.

Nickelodeon recently launched an interactive, digital [Kids' Choice Awards](#)-themed [Book](#), the first-ever dedicated book produced for a live awards show, available exclusively on [iBooks](#). 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. The book features fun facts about 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. Download the book for free at [www.iTunes.com/KCA](#).

[Nick.com/kca14](#) and the Nick app are the official destinations for anything and everything *Kids' Choice Awards*, including a live webcast of the Orange Carpet before the show and a 360-degree look on-stage and backstage during the telecast. Fans can also join in on the slime-fest by watching hilarious short form [videos](#), taking fun [quizzes](#), browsing through [photo galleries](#), engaging with weekly polls, and getting the latest KCA news on this year's show and [nominees](#).

The 2014 *Nickelodeon's Kids' Choice Awards* will be seen in more than 375 million households around the world and in more than 25 languages. Within hours of airing live in the United States and Canada, the show will roll out internationally, providing kids around the world the opportunity to tune into their local Nickelodeon channel to enjoy the show faster than ever. In many international markets, the 2014 KCAs will feature country-specific award categories and nominees, such as Sveriges Favoritstjärna (Favorite Swedish Star) and Migliore Cantante Italiano (Favorite Italian Singer). Voting for the 2014 KCAs will span six continents across 17 localized voting sites, giving kids practically everywhere the chance to decide who takes home a coveted blimp. The 2013 KCAs was the highest-rated ever among kids in many international markets, including the UK, Germany and Singapore. Ratings for the 2013 KCAs were up double-digits YOY internationally, and the show was rated #1 in its timeslot among kids' channels in key international markets, including the UK, Australia, Netherlands, Spain, Singapore, and more.

Presenting sponsors of *Nickelodeon's 27th Annual Kids' Choice Awards* are General Mills, Hasbro Nerf Rebelle™ and Target. Associate sponsors are Bounty®, Capri Sun, McDonald's®, Toyota and Amazon Kindle Fire HDX.

Nickelodeon's 27th Annual Kids' Choice Awards is being produced by Nickelodeon Productions in association with Bob Bain Productions. Bob Bain, Jay Schmalholz and Shelly Sumpter Gillyard are Executive Producers. Media outlets can reference the most up-to-date information on *Nickelodeon's 27th Annual Kids' Choice Awards* by logging onto www.NickKCAPress.com.

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 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).

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