

Beyonce, Will Smith, Vanessa Hudgens, Jack Black, iCarly, Selena Gomez, SpongeBob SquarePants, The Jonas Brothers, Jesse McCartney, Miley Cyrus, Madagascar: Escape 2 Africa and More Nab Top Honors at Nickelodeon's 22nd Annual Kids' Choice Awards

KIDS CAST RECORD-BREAKING 90 MILLION VOTES FOR FAVORITES IN 18 CATEGORIES --LEONARDO DICAPRIO RECEIVES FIRST-EVER NICKELODEON BIG GREEN HELP AWARD, PRESENTED BY CAMERON DIAZ --Host Dwayne Johnson and The Jonas Brothers Doused in Biggest, Greenest Sliming in Show's History; Will Ferrell Sets World Record with First-Ever Slip n' Slime Stunt

LOS ANGELES, March 28, 2009 -- Lucky stars Beyonce, Will Smith, Vanessa Hudgens, Jack Black, Selena Gomez, The Jonas Brothers, Jesse McCartney and Miley Cyrus captured the coveted orange Blimp trophies at Nickelodeon's 22nd Annual Kids' Choice Awards live telecast, Saturday, March 28, (8-9:30 p.m. ET/tape delay PT). Hosted by Dwayne Johnson, the awards show at UCLA's Pauley Pavilion honored kids' favorite TV, movies, music and sports stars, and delighted the crowd with torrential superstar slime showers. Will Ferrell set the world record for the first-ever "Slip n' Slime" by traveling over 200 ft. on the green goop, The Jonas Brothers got a sliming like no other, Jesse McCartney was soaked with slime and Hugh Jackman and Sandra Bullock were surprised with the green goo. Going green, too, albeit in a different manner, Leonardo DiCaprio accepted the first-ever Nickelodeon Big Green Help Award for his environmental efforts from last year's Wannabe Award recipient, Cameron Diaz.

****For exclusive Orange Carpet, backstage and show images, please visit <http://apimages.com>****

Kids honored their favorites by casting over 90 million votes March 2-28 in 18 categories. Votes were cast via <http://www.nick.com> and via Nick's new mobile website (wap.nick.com).

Bright orange blimps were bestowed upon Will Smith for Favorite Movie Actor, Vanessa Hudgens for Favorite Movie Actress, High School Musical 3 for Favorite Movie and Madagascar: Escape 2 Africa for Favorite Animated Movie. Last year's host Jack Black clinched a blimp for Favorite Voice from an Animated Movie for his vocals as Po in Kung Fu Panda. Top TV awards went to iCarly as Favorite TV Show, American Idol as Favorite Reality Show, SpongeBob SquarePants as Favorite Cartoon, and Dylan Sprouse and Selena Gomez collected Blimps for Favorite TV Actor and Favorite TV Actress, respectively. In music, Favorite Female Singer went to Miley Cyrus, Favorite Male Singer to Jesse McCartney, Favorite Music Group to The Jonas Brothers, and Favorite Song went to Beyonce for "Single Ladies (Put a Ring on It)". Peyton Manning scored for Favorite Male Athlete, Candace Parker for Favorite Female Athlete, the Twilight series won for Favorite Book, and Guitar Hero World Tour won for Favorite Videogame.

In a show highlight, Leonardo DiCaprio accepted the first-ever Big Green Help Award for his extensive environmental efforts. Dedicated environmentalist Cameron Diaz, last year's recipient of The Wannabe Award, a former Kids' Choice Awards host (2004) and Burp Award winner (2001), presented him the award. In accepting, DiCaprio exclaimed, "We need all of you, the next generation, to be aware. You're the future."

The Jonas Brothers joined the elite ranks of superstars slimed when they helped Johnson fulfill his goal of being the best Kids' Choice Awards host ever. The mega-star trio finally found the key - the musical key of G (for green, of course) - that released the secret slime from the volcanic Slime Pyramid, spraying the stage with the most goo the Kids' Choice Awards has seen.

While they weren't getting saturated with slime, The Jonas Brothers rocked the house with their hit songs, "SOS" and "Burnin' Up". The Pussycat Dolls got the audience moving earlier in the show with rousing performances of "Jai Ho" and "When I Grow Up."

Noisier and more animated than ever, competitors for The Burp Award - judged on the Orange Carpet by iCarly's Jerry Trainor - were all Nickelodeon animated stars. Nick star Victoria Justice (Zoey 101, Spectacular) traveled by submarine all the way down to Bikini Bottom, where she encountered burp award hopefuls SpongeBob SquarePants and Patrick Squidward. And when Trainor declared The Penguins of Madagascar's Rico the best burper, the animated champ joined a roster of past proud best belchers including Cameron Diaz, Jessica Alba and Steve Irwin (shared honor), Justin Timberlake (two-time winner) and Hugh Jackman.

And the voting didn't stop there. During the award show, viewers were asked to vote live on which skill Johnson should learn. Almost 600,000 viewers opted to see him learn how to dress like Miley Cyrus, who was on hand for the tutorial, beating out learning how to sing opera or knit.

The star-studded telecast featured additional celebrity participants, including: Paula Abdul, David Archuleta, John Cena, Lily Collins, Miranda Cosgrove, Chase Crawford, Miley Cyrus, Zac Efron, America Ferrera, Megan Fox, Shia LaBeouf, George Lopez, Keke Palmer, Josh Peck, Chris Pine, Amy Poehler, Queen Latifah, Emma Roberts, Chris Rock, Ben Stiller, Marlon

Wayans, Owen Wilson, Alex Wolff, Nat Wolff and many others.

Special programming began early on Nickelodeon with a Friday night pre-show starring the cast of Nick hit True Jackson, VP. Immediately preceding the award telecast, Nickelodeon kicked off the big night with a unique pre-show hosted by Lily Collins, Pick Boy and JJ featuring celebrity interviews on the Orange Carpet.

On the night of the live show, the KCA site served as the interactive broadband home base giving kids an insider's look at the entire live event. Coverage began at 7 p.m. (ET) with an exclusive one-hour live pre-show webcast from the Orange Carpet hosted by iCarly's Jennette McCurdy and Nathan Kress.

The 2009 Kids' Choice Awards will encore Saturday, March 28, at 10 p.m. ET/PT and Sunday, March 29, at 12 p.m. ET/PT; and replays of the awards will air on Nicktoons Network on Sunday, March 29, at 9 p.m. ET, and on The N on Sunday, March 29, at 6 p.m. ET.

Nickelodeon has highlighted the 2009 Kids' Choice Awards in its March VOD offering with a special dedicated content including: Kids' Choice interstitials and full length episodes; instant replay of the live show; a 30 minute cut down version of the 22nd Annual Kids' Choice Awards; Kids' Choice HD content and exclusive content including an advanced screening of The Penguins of Madagascar.

General Mills, Burger King, and Hasbro are Presenting Sponsors of Nickelodeon's Kids Choice Awards, with Del Monte, Skechers and Kraft Foods are Associate Sponsors.

The following are Nickelodeon's 2009 Kids' Choice Awards winners:

MOVIES:

FAVORITE MOVIE

High School Musical 3

FAVORITE ANIMATED MOVIE

Madagascar: Escape 2 Africa

FAVORITE MOVIE ACTRESS

Vanessa Hudgens

FAVORITE MOVIE ACTOR

Will Smith

FAVORITE VOICE FROM AN ANIMATED MOVIE

Jack Black (Kung Fu Panda)

MUSIC:

FAVORITE MUSIC GROUP

The Jonas Brothers

FAVORITE FEMALE SINGER

Miley Cyrus

FAVORITE MALE SINGER

Jesse McCartney

FAVORITE SONG

Single Ladies (Put a Ring on It)

By Beyonce

FAVORITE TV SHOW

iCarly

FAVORITE REALITY TV SHOW

American Idol

FAVORITE TV ACTRESS

Selena Gomez (Wizards of Waverly Place)

FAVORITE TV ACTOR

Dylan Sprouse (Suite Life on Deck)

FAVORITE CARTOON

SpongeBob SquarePants

BIG GREEN HELP AWARD

Leonardo DiCaprio

SPORTS:

FAVORITE MALE ATHLETE
Peyton Manning

FAVORITE FEMALE ATHLETE
Candace Parker

OTHER CATEGORIES:
FAVORITE VIDEO GAME
Guitar Hero World Tour

FAVORITE BOOK
Twilight series by Stephanie Meyer

The U.S. Nickelodeon Kids' Choice Awards is broadcast in more than 228 million households across Nickelodeon's 50 channels in Europe, Russia, the Middle East, Asia, Australia and Latin America. Nickelodeon also produces 11 fully localized Kids Choice Awards in the U.K., Germany, Sweden, Holland, Italy, Mexico, Brazil, Indonesia, the Phillipines, Australia and China.

Nickelodeon's 2009 Kids' Choice Awards was produced by Nickelodeon Productions in association with Bob Bain Productions. Saturday Night Live veteran Beth McCarthy directed. Bob Bain and Marjorie Cohn are executive producers. Paula Kaplan is co-executive producer. General Mills, Burger King, and Hasbro are Presenting Sponsors of Nickelodeon's Kids Choice Awards, with Del Monte, Skechers and Kraft Foods serving as Associate Sponsors. Media outlets can reference the most up-to-date information on Nickelodeon's 2009 Kids' Choice Awards by logging onto www.NickKCApress.com.

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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