

## Nickelodeon Announces Nominees and Categories for First-Ever Kids' Choice Sports Awards to Be Hosted by Michael Strahan, Live from Los Angeles July 17

**Sports Superstars Tom Brady, Gabby Douglas, Kevin Durant, LeBron James, Derek Jeter, Cristiano Ronaldo and Serena Williams among the Top Athletes to Be Voted on by Kids across the Country Beginning June 12**

**Kids to Choose their Favorite Athletes from an Array of 15 Kid-Focused Categories Including Favorite Male and Female Athlete, "Sickest Moves," "King and Queen of Swag," "Favorite Newcomer" and "Don't Try This at Home Award"**

LOS ANGELES--(BUSINESS WIRE)-- [Nickelodeon](#) today announced the nominees and categories for the inaugural *Kids' Choice Sports* awards show, in which the nation's kids will choose their favorite athletes from among a wide range of kid-centric categories. Hosted and executive produced by Michael Strahan (*LIVE with Kelly and Michael, Fox NFL Sunday*) ***Kids' Choice Sports 2014*** will be telecast live on **Thursday, July 17** (8 pm ET/PT) from UCLA's Pauley Pavilion in Los Angeles. Not only are the top athletes in the world coming to *Kids' Choice Sports* to play, but their biggest celebrity fans will come to compete alongside them. Beginning June 12, kids will be able to cast their votes in 15 categories on [Nick.com/sports](#).

Among the many superstar athletes on the first-ever ballot are Carmelo Anthony, Tom Brady, Gabby Douglas, Kevin Durant, Dale Earnhardt, Jr., Gracie Gold, LeBron James, Derek Jeter, Marshawn Lynch, Peyton Manning, Candace Parker, Danica Patrick, Chris Paul, Cristiano Ronaldo, Hope Solo, Lindsey Vonn, Dwyane Wade, Abby Wambach, Tiger Woods and many more.

"Kids love sports and are very, very passionate about their favorite sports stars, so for these world-class athletes, it's going to be a competition they've never experienced before," said Russell Hicks, Nickelodeon's President of Content Development and Production. "It'll be fun and thrilling to see them off their home turf and playing on ours."

"I am so excited to be nominated for four *Kids' Choice Sports* Awards!" said tennis star Serena Williams. "I really hope my story will inspire kids to find their passion in life and have a lot of fun in the process. Do what you love and love what you do."

"I was so excited to hear about the *Kids' Choice Sports* nominations," said US Gymnast Gabby Douglas. "To be nominated for 'Best Female Athlete' is so awesome and humbling, but 'Queen of Swag'... let's just say, leaves me speechless!!!"

Tennis powerhouse Serena Williams and basketball sensation Skylar Diggins clinched the most nominations - Williams for "Best Female Athlete," "Queen of Swag," "Biggest Cannon" and, along with her sister Venus, "Superstar Siblings." Diggins nabbed nominations for "Favorite Newcomer," "Clutch Player of the Year" and "Queen of Swag."

The nominees for *Kids' Choice Sports* were selected based on two methods: analysis of Q scores - which rank the most recognizable and well-liked athletes according to kids, and the input of the Kids' Choice Sports Council - a group of professionals, athletes and others, from the world of sports. The council includes: Cal Ripken Jr. (Major League Baseball Hall-of-Famer and 19-time All-Star); Deion Sanders (NFL Pro Football Hall of Famer); Misty May-Treanor (three-time Olympic beach volleyball gold medalist); Baron Davis (two-time NBA All-Star); Ken Griffey Jr. (13-time Major League Baseball All-Star); Lisa Leslie (former WNBA MVP and four-time Olympic gold medal winner); Andy Elkin (Agent, Creative Artists Agency); Howard Handler (Chief Marketing Officer, MLS); Tracy Perlman (VP 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); and Alan Zucker (SVP, IMG Clients Group).

[Nick.com/sports](#) will serve as the official kids' destination for *Kids' Choice Sports*. Beginning [June 5th](#), kids will be able to watch online, and via the Nick app, hilarious short-form sports video content featuring their favorite Nick shows, access photo galleries of athletic all-stars, and play brand new [Kids' Choice Sports](#) games. On June 12, kids will be able to start casting their votes for their favorite athletes and moments this year. And, on the day of the big event, kids can watch a live video stream straight from the Orange Carpet, and see pictures of all the athletes in action, with photo coverage across all of Nickelodeon's digital platforms.

Presenting sponsor of *Nickelodeon's Kids' Choice Sports 2014* is SUBWAY® restaurants. Associate sponsor is Mattel BOOMco.

The categories and nominees are:

### **BEST MALE ATHLETE**

They are, simply put, the best athletes in the world. Driving the offense or barreling through the toughest defense, they never cease to amaze us with their athleticism, their moves and their mastery of the game. In short, the nominees for these two categories represent the best male and female athletes currently competing in traditional sports.

- Tom Brady (NFL, New England Patriots)
- Kevin Durant (NBA, Oklahoma City Thunder)
- Dale Earnhardt Jr. (NASCAR)
- LeBron James (NBA, Miami Heat)
- Derek Jeter (MLB, New York Yankees)
- Peyton Manning (NFL, Denver Broncos)
- Dwyane Wade (NBA, Miami Heat)
- Tiger Woods (Golf)

### **BEST FEMALE ATHLETE**

- Gabby Douglas (US Gymnastics)
- Gracie Gold (US Figure Skater)
- Candace Parker (WNBA, Los Angeles Sparks)
- Danica Patrick (NASCAR)
- Hope Solo (NWSL, Seattle Reign FC)
- Lindsey Vonn (US Skiing)
- Serena Williams (WTA)

### **FAVORITE NEWCOMER**

The excitement surrounding a new sports prospect can be incredible, especially when that prospect starts to deliver on the anticipation of greatness. The nominees in this category represent the first or second year pros that have lived up to the hype - in other words, the newbie that is most likely to succeed.

- Skylar Diggins (WNBA, Tulsa Shock)
- Bryce Harper (MLB, Washington Nationals)
- Yasiel Puig (MLB, Los Angeles Dodgers)
- Sloane Stephens (WTA)
- Mike Trout (MLB, Anaheim Angels)
- Russell Wilson (NFL, Seattle Seahawks)

### **FAVORITE CATCH**

Every season has its most talked about, spectacular or awe-inspiring catches. The nominees in this category represent the MLB or NFL athletes who have made the most unbelievable, highlight reel-worthy catches of the year from baseball or football.

- Dez Bryant (NFL, Dallas Cowboys)
- Calvin Johnson (NFL, Detroit Lions)
- Yaisel Puig (MLB, Los Angeles Dodgers)
- Mike Trout (MLB, Anaheim Angels)

### **BEST SAVE**

They are the last line of defense between the puck or the ball and the goal. Play after play, the goalies of hockey and soccer make the impossible stops - using their bodies to keep their teams on top. The nominees in this category represent goalies who have made the most incredible saves of the year.

- Tim Howard (English club Everton and the United States Men's National Team)

- Henrik Lundqvist (NHL, New York Rangers)
- Ryan Miller (NHL, St. Louis Blues)
- Jonathan Quick (NHL, Los Angeles Kings)
- Hope Solo (NWSL, Seattle Reign FC)

### **CLUTCH PLAYER OF THE YEAR**

Teammates rely on these athletes to make the plays when it counts the most. Their participation is clutch to the success of their teams, and the fans know it. The nominees in this category come from a variety of sports and alter the game just by being on the field.

- Carmelo Anthony (NBA, New York Knicks)
- Skylar Diggins (WNBA, Tulsa Shock)
- Kevin Durant (NBA, Oklahoma City Thunder)
- LeBron James (NBA, Miami Heat)
- Marshawn Lynch (NFL, Seattle Seahawks)
- David Ortiz (MLB, Boston Red Sox)
- Abby Wambach (NWSL, The Western NY Flash)

### **SICKEST MOVES**

Professional athletes make it look so easy that sometimes we forget the sheer agility required to play with the best of the best. Until you see the nominees of this category do their thing - they're the soccer players with the mind-blowing dribble, the hockey players who can do amazing things on skates or the football players who dazzle us with their fancy footwork.

- Sidney Crosby (NHL, Pittsburgh Penguins)
- Landon Donovan (Los Angeles Galaxy and the United States Men's National Team)
- Blake Griffin (NBA, Los Angeles Clippers)
- Lionel Messi (Spanish club FC Barcelona and the Argentine Men's National Team)
- Alex Morgan (NWSL, Portland Thorns)
- Alexander Ovechkin (NHL, Washington Capitals)
- Chris Paul (NBA, Los Angeles Clippers)
- Adrian Peterson (NFL, Minnesota Vikings)

### **DON'T TRY THIS AT HOME AWARD**

They flip, fly and soar their way into the highlight reels of the X games and other action sports competitions on the regular and kids can't get enough. They're the death-defying athletes of slopestyle, the BMX racers or the skateboarders who risk life and limb every day to accomplish the impossible.

- Nyjah Huston (American professional street skateboarder)
- Travis Pastrana (motorsports competitor)
- Kelly Slater (Surfer)
- Lindsey Vonn (US Skiing)
- Shaun White (American professional snowboarder and skateboarder)

### **SMELLS LIKE TEAM SPIRIT**

A team is nothing without its fans - we've seen fans' support pull a team out of a tough situation again and again. The nominees in this category represent the best fans in professional sports - the rally-caped, face-painted, "never give up on your team" fanatics who live for their team no matter what. Now we honor them by including them in the nominees for this category that will

be accepted by a member of the team and a fan.

- Detroit Red Wings Fans
- Green Bay Packers Fans
- Oakland Raiders Fans
- Oklahoma City Thunder Fans
- Pittsburgh Steelers Fans
- Seattle Seahawks Fans

### **PARTY LIKE A SPORTS STAR (Best Victory Celebration)**

Win or lose, athletes always lay it all on the line, so when they win, they let it all hang out - dancing in the end zone, ripping off their shirts and sliding across the field in exaltation. The nominees in this category represent the athletes who know how to celebrate a win, team or solo, from the world of professional sports.

- Victor Cruz (NFL, New York Giants)
- Knowshon Moreno (NFL, Miami Dolphins)
- Rafael Nadal (ATP)
- Cam Newton (NFL, Carolina Panthers)
- Cristiano Ronaldo (Spanish club Real Madrid and Portugal Men's National Team)
- Abby Wambach (NWSL, The Western NY Flash)

### **KING OF SWAG**

All professional athletes do incredible things, but there are a select few who also look incredible while they're doing it. The male and female nominees in this category are the best dressed, most stylin', most swag worthy couple of athletes off the court.

- Eric Decker (NFL, New York Jets)
- Henrik Lundqvist (NHL, New York Rangers)
- Cristiano Ronaldo (Spanish club Real Madrid and Portugal Men's National Team)
- Amar'e Stoudemire (NBA, New York Knicks)
- Dwyane Wade (NBA, Miami Heat)
- Russell Westbrook (NBA, Oklahoma City Thunder)

### **QUEEN OF SWAG**

- Skylar Diggins (WNBA, Tulsa Shock)
- Gabby Douglas (US Gymnast)
- Lolo Jones (US Track and Field and Bobsled)
- Maria Sharapova (WTA)
- Lindsey Vonn (US Skiing)
- Serena Williams (WTA)

### **BIGGEST CANNON**

Some of the most incredible arms in sports belong to athletes from the worlds of baseball, football and tennis. This category honors the outfielders, pitchers, catchers, quarterbacks and tennis players with the strongest arms in the game.

- Novak Djokovic (ATP)
- Clayton Kershaw (MLB, Los Angeles Dodgers)

- Cam Newton (NFL, Carolina Panthers)
- Aaron Rodgers (NFL, Green Bay Packers)
- Ben Roethlisberger (NFL, Pittsburgh Steelers)
- Justin Verlander (MLB, Detroit Tigers)
- Serena Williams (WTA)

### **FAVORITE COMEBACK ATHLETE**

Injuries a part of the game, but getting back from them is about perseverance, dedication and heart. The nominees in this category have all overcome potentially career-ending injuries to come back in a big way.

- Bethany Hamilton (Surfer)
- Peyton Manning (NFL, Denver Broncos)
- Adrian Peterson (NFL, Minnesota Vikings)
- Albert Pujols (MLB, Anaheim Angels)
- Rajon Rondo (NBA, Boston Celtics)
- Russell Westbrook (NBA, Oklahoma City Thunder)

### **SUPERSTAR SIBLINGS**

Being a top athlete is no easy task, but finding two top athletes who are also siblings is even more rare. Sometimes athletic prowess runs in the family. The male and female athletes in this category represent a pair of siblings who are both at the top of their game.

- Dufour-Lapointe sisters (Olympic Mogul Skiing, Justine, Chloe and Maxime)
- Gasol brothers (NBA, Pau (LA Lakers), Marc (Memphis Grizzlies))
- Gronkowski brothers (NFL, Rob (NE Patriots), Dan (Detroit Lions) and Chris (San Diego Chargers))
- Lopez brothers (NBA, Brook (NJ Nets), Robin (Portland Trailblazers))
- Manning brothers (NFL, Peyton (Denver Broncos), Eli (NY Giants))
- Staal brothers (NHL, Eric (Carolina Hurricanes), Marc (NY Rangers), Jordan (Carolina Hurricanes), Jared (Carolina Hurricanes))
- Upton brothers (MLB, Atlanta Braves, BJ and Justin)
- Williams sisters (WTA , Venus and Serena)

Legendary Super Bowl Champion 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.

Ian Stewart and Hamish Hamilton of Done + Dusted (*London 2012 Olympics Opening Ceremony, 2013 Victoria's Secret Fashion Show, iHeartRadio Music Awards 2014*) will serve 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 + Dusted, Ian 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*.

Hamish Hamilton's credits as director include the *2014 Oscars, Super Bowl Halftime Show 2014*, all four ceremonies for the *London 2012 Olympic Games, 2013 MTV Video Music Awards* 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.

## About Nickelodeon

Nickelodeon, now in its 35<sup>th</sup> 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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