

Multi-Grammy Award-Winner Pharrell Williams to Perform at Nickelodeon's Kids' Choice Sports 2014

Inaugural Telecast Hosted by Michael Strahan Features All-Star Lineup, Thursday, July 17 at 8 p.m. (ET/PT)

LOS ANGELES--(BUSINESS WIRE)-- **Pharrell Williams** will join the game and perform his chart-topping hit "Happy" at one of the biggest sports celebrations for kids on Nickelodeon's first-ever [Kids' Choice Sports 2014](#). The multi-Grammy award-winning artist will be joining previously announced country sensation **Florida Georgia Line** on the live telecast hosted and executive produced by Michael Strahan (*LIVE with Kelly and Michael*, *Fox NFL Sunday*), on Thursday, July 17, 8 p.m. (ET/PT). Kids can cast their votes in 14 categories on [Nick.com/sports](#).



Joining the all-star lineup, formerly announced presenters include: Super Bowl XLVIII champion **Marshawn Lynch** (Seattle Seahawks), NBA superstar **Kevin Durant** (Oklahoma City Thunder), **Will Arnett** and **Megan Fox** (*Teenage Mutant Ninja Turtles*), **Stephen Curry** (Golden State Warriors), **Nick Cannon** (*America's Got Talent*), **Landon Donovan** (Los Angeles Galaxy), **Henrik Lundqvist** (New York Rangers), **Victor Cruz** (New York Giants), **Metta World Peace** (New York Knicks), **George Lopez** (*Lopez Tonight*), pro skateboarder **Tony Hawk**, Olympic snowboarder **Kelly Clark**, pro surfer **Bethany Hamilton**, **Anna Faris** (*Mom*), Olympic gymnast **McKayla Maroney**, **Debby Ryan** (*Jessie*), **Dez Bryant** (Dallas Cowboys) **Raini Rodriguez** (*Austin & Ally*) and **Rico Rodriguez** (*Modern Family*).

Redefining cool for a new generation, Pharrell Williams is a creative force, using music, fashion, and design to express his distinctive style. With over 100 million copies of his productions sold, his music sounds like something no one else has thought of just yet. He's also created a new way of looking at established stars like Snoop Dogg, Madonna, and even the Rolling Stones. Over four albums, Williams and Hugo along with Shae Haley created an unpredictable hybrid as part of the alt-rock/hip-hop group N.E.R.D. The music industry has honored Pharrell with 7 Grammy Awards (including 2004's and 2014's "Producer of the Year") and ASCAP's prestigious Golden Note Award in 2012. He also received a 2014 Academy Award Nomination for his original song "Happy" featured in the animated film *Despicable Me 2*. "Happy" remained atop the Billboard Hot 100 chart for ten consecutive weeks, peaked at #1 on iTunes in 103 markets worldwide, and is the lead single off of his new album "G I R L." Pharrell's second solo album "G I R L" was released on March 3, 2014 to rave reviews. His prolific body of work also ranges from designing a sculpture with Tokyo-born artist Takashi Murakami to accessories and jewelry for luxury goods brand Louis Vuitton, to t-shirts for Japanese mega-brand Uniqlo, to adidas sportswear and to the forthcoming perfume collaboration with Comme des Garçons. Pharrell's work in the humanitarian field is an extension of

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(Photo Credit: Cass Bird)

his humble success. In 2008, he founded From One Hand To AnOTHER (FOHTA), a foundation focused on supporting the Pharrell Williams Resource Centers' learning programs for underserved youth in at risk communities across the nation. Now, with his latest venture i am OTHER — a multi-media creative collective that serves as an umbrella for all his endeavors, including Billionaire Boys Club & ICECREAM apparel, textile company Bionic Yarn and a dedicated YouTube channel — Williams's vision continues to push pop culture forward. This fall, Pharrell will continue to spread this vision and happiness as he heads out on a 23-date "Dear G I R L" tour across Europe.

Kids can now vote on [Nick.com/sports](#) and all of Nickelodeon's digital platforms feature a brand-new voting experience <http://www.nick.com/kids-choice-sports/vote>. Kids can get in the game by watching video highlights of the nominees in each category, voting for their favorite all-star athletes, and even multiplying their votes with a special *Kids' Choice Sports* Slime Multiplier game. In the game, fans can rack up points while playing four different slime-filled sports games, while simultaneously adding votes to their favorite nominees. Kids will also be able to gear up for game day by watching funny short videos, photo galleries and more on the site. Then on July 17th, [Nick.com](#) will be the official destination to score a court-side seat for all of the orange carpet action, complete with a live video and photo stream, straight from the main event, at 7:30p.m. ET/PT.

Presenting sponsor of [Nickelodeon's Kids' Choice Sports 2014](#) is SUBWAY® restaurants. Associate sponsors are Air Hogs and Mattel's BOOMco.

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 + Dusty (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 + Dusty, 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 35th 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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