



NICKELODEON'S SLIMEFEST RETURNS TO SYDNEY AND MELBOURNE

This year, SLIMEFEST 2016 engages with more kids and families than ever before

View the SLIMEFEST promo here: <http://qlnk.io/ql/57e09ef1e4b05a5ae320b71a>

Nickelodeon Australia's most anticipated family music festival, SLIMEFEST returns to Sydney and Melbourne this month with a brand new look, bigger stunts and more ways for kids and families to engage with the brand than ever before.

SLIMEFEST will be heading to Melbourne this Sunday, 25th September for two shows – 11am and 6pm and Sydney next Friday, 30th September for two shows – 11am and 6pm. The event includes an outdoor carnival experience before and after the show, featuring sponsor integrations, rides, games and merchandise available to purchase. The SLIMEFEST 90 minute special will air exclusively on Nickelodeon, Friday, 30th September at 6pm.

SLIMEFEST 2016 will be hosted by Delta Goodrem and features an incredible international and Australian line-up including OMI, Havana Brown, G.R.L., In Stereo, Mashd n Kutcher and Megan Nicole.

This year, SLIMEFEST 2016 has created more ways to engage and integrate its kids and family audience than ever before – on-ground and via its dedicated website, apps, games and social platforms. For the first time, the event has also introduced a multiplatform campaign called the Mayhem Move, a unique song and dance choreographed by *So You Think You Can Dance* Aussie finalist, Charlie Bartley. Kids can enter their videos on the SLIMEFEST website or via the Musical.ly app tagging #MayhemMove for their chance to appear on-screen at all four live shows and in broadcast.

View a mash-up of the Mayhem Move here: <http://qlnk.io/ql/57e09ed8e4b09a8a7fae11d5>

"SLIMEFEST is an event that brings together kids and families across Australia in a way no other event can. We have established a multiplatform property that incorporates all the elements Nickelodeon is renowned for – Slime, Music and Mayhem – a formula that evidently resonates with our audience," said Jihee Nam, General Manager, Nickelodeon Networks Australia and New Zealand.

Now in its fifth year, SLIMEFEST is Nickelodeon Australia's most acclaimed local production, attracting over 10,000 kids and families each year. The event has achieved global success and recognition, with the original SLIMEFEST format being exported to Nickelodeon UK (1st year) and Spain (2nd year).

“Our number one goal is to deliver only the best experiences for kids and families in Australia. It is important that we continue to evolve and speak to our audience in fun, new ways, wherever they are engaging with content,” concluded Nam.

Nickelodeon partners with family and youth entertainment touring company Nice Events to produce SLIMEFEST.

For sponsorship opportunities, please contact MCN on **02 9209 6300**.

-Ends-

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ABOUT NICKELODEON’S SLIMEFEST

Now in its fifth year, Nickelodeon’s SLIMEFEST is a family music festival made especially for kids, featuring headline talent, DJs and a showground festival. SLIMEFEST has grown to become the most anticipated event for families in Australia, attracting thousands of kids to experience the ‘slime of their lives’ at the Sydney and Melbourne events. SLIMEFEST is a multiple Astra Award winner, most recently for Most Outstanding Music Program for SLIMEFEST 2014.