

International Superstar Pitbull, Featuring Christina Aguilera, and Global Pop Sensation Ke\$ha to Perform Live at Nickelodeon's 26th Annual Kids' Choice Awards, Saturday, March 23, at 8 P.M. (ET/PT)

LOS ANGELES, March 12, 2013 /PRNewswire/ -- In their first-ever live performances at [Nickelodeon's Kids' Choice Awards](#), multi-talented global superstars **Pitbull**, featuring Grammy Award-winning superstar vocalist **Christina Aguilera**, and **Ke\$ha** will ignite the stage on [Saturday, March 23, at 8 p.m.](#) (ET/tape delayed for West Coast). Pitbull remains unstoppable as he is set to perform his explosive hit "Feel This Moment," featuring Aguilera, while Ke\$ha will captivate the kids with her Billboard Top 10 smash "C'Mon." Live from USC's Galen Center, both artists join previously announced host Josh Duhamel at the 26th annual event where kids rule and honor their favorites from the worlds of film, music, sports and television. Kids can cast their votes until March 23 in 22 total categories across all of Nickelodeon's digital outlets, including [Nick.com](#), Nick Mobile app as well as Nickelodeon's [Facebook](#) page and [Twitter](#) feed.

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"Can't wait to play the *Kids' Choice Awards* for the first time," said Pitbull. "Look forward for fans to also see the first performance of 'Feel This Moment' with Christina Aguilera. It's gonna be fun, DALE!!!"

"*Kids' Choice* is always one of the most fun awards shows of the year," said Ke\$ha. "I can't wait to come out and party with all of my ANIMALS!!!"

Pitbull has risen to become a global superstar as both a recording and performing artist. The Miami-native recently added to a long-and-growing list of hits with his first #1, "Give Me Everything." Pitbull's "Don't Stop The Party" is a global radio and video hit, and is also featured on his new album *Global Warming*. It's the highly anticipated follow-up to *Planet Pit*, which earned critical acclaim and enjoyed massive commercial success with sales of more than 1.7 million albums and 19 million singles. "Don't Stop The Party" comes on the heels of Pitbull's 2 million-selling single "Back In Time," the chart-topping anthem from the action-adventure-comedy *Men In Black 3*. Look for Pitbull's new single "Feel This Moment," featuring Christina Aguilera, to be another global smash to complement his worldwide success as an artist.

Global superstar Ke\$ha has taken the world by storm since the release of her debut album *Animal* in 2010, selling over 2.5 million units worldwide and certified Gold, Platinum or multi-Platinum in 15 markets. She has had seven consecutive Top 10 hits including four #1 singles in "TiK ToK," "Your Love Is My Drug," "We R Who We R" and the latest, "Die Young." Ke\$ha recently released the track "C'Mon," the second single from her critically acclaimed second album, *Warrior*. Ke\$ha recently announced that MTV will premiere the docu-series "Kesha: My Crazy Beautiful Life" on April 23 at 11 p.m.

Nickelodeon kicks off the 2013 *Kids' Choice Awards* digital experience on www.Nick.com/KCA13. Fans are able to relive the slimiest moments from years past, play KCA-themed games, and receive updates on all things KCA. Additionally, on the day of the show, March 23, viewers can visit the [site](#) to watch a live webcast of the Kids' Choice Orange Carpet pre-show, and stay logged on during the event to see all the backstage action.

The 2013 Nickelodeon's *Kids' Choice Awards* will be seen in more than 350 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 2013 KCAs will feature country-specific award categories and nominees, such as Favorite Asian Act and Favorite UK TV Show. Voting for the 2013 KCAs will span over six continents across 16 localized voting sites, giving kids practically everywhere the chance to decide who takes home a coveted blimp. Ratings for the 2012 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, Italy, Spain, Mexico, Singapore and more.

Last year, *Nickelodeon's 2012 Kids' Choice Awards*, ranked as basic cable's top telecast for the week (March 26, 2012—April 1, 2012) with 6.2 million total viewers and was the number-one telecast for the week with kids and tweens across all TV. The celebrity filled telecast scored the most votes in the show's history—a record 223 million (+11%, over last year). Votes were cast across [Nick.com](#), Nick's mobile site, a brand-new iPhone/iPad/iPod Touch apps, an iPad-optimized site, an application on Nick's Facebook page and via Twitter and custom hash tags. Nickelodeon kicked off the 2013 *Kids' Choice Awards* digital experience on www.Nick.com/KCA13. Fans will be able to relive the slimiest moments from years past, play KCA-themed games, and receive updates on all things KCA. Additionally, on the day of the show, March 23, viewers can visit the [site](#) to watch a live webcast of the Kids' Choice Orange Carpet pre-show, and stay logged on during the show to see all the backstage action.

Presenting sponsors of *Nickelodeon's 26th Annual Kids' Choice Awards* are General Mills, Hasbro Twister Rave Games and

Target. Associate sponsors are Bounty™, McDonald's, Nabi, Wii U from Nintendo, Toyota and Skechers.

Nickelodeon's 26th Annual Kids' Choice Awards is being produced by Nickelodeon Productions in association with Bob Bain Productions. Bob Bain, Marjorie Cohn and Paula Kaplan are Executive Producers. Media outlets can reference the most up-to-date information on *Nickelodeon's 26th Annual Kids' Choice Awards* by logging onto www.NickKCApress.com.

Nickelodeon, now in its 33rd 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 18 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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