

Hollywood Superstar Mark Wahlberg Set To Host Nickelodeon's 27th Annual Kids' Choice Awards, Live From Los Angeles On Saturday, March 29

Colossal Kid Slimefest Honoring the Hottest in Music, TV and Film Returns to the Galen Center at USC

SANTA MONICA, Calif., Jan. 29, 2014 /PRNewswire/ -- Oscar® and Golden Globe®-nominated actor/producer Mark Wahlberg (*Transformers: Age of Extinction*) will take the stage as host of this year's ultimate kid experience, **Nickelodeon's 27th Annual Kids' Choice Awards**, airing live on Saturday, March 29 (8-9:30 p.m. ET/PT, tape delayed for West Coast). The eminent slime-tastic night will return to USC's Galen Center and celebrate favorites across the worlds of film, television, music and more. Wahlberg will be joined by Hollywood's biggest stars in an unforgettable telecast where kids rule.

(Photo: <http://photos.prnewswire.com/prnh/20140129/NY55443>)

"We are thrilled to welcome a superstar like Mark Wahlberg as he takes the helm as our master of ceremonies at the biggest kid event of the year," said Russell Hicks, Nickelodeon's President of Content Development and Production. "We can't wait for him to host and have lots of slime-filled fun with Hollywood's biggest stars and our audience."

Mark Wahlberg earned both Academy Award® and Golden Globe® nominations for his work in the family boxing film *The Fighter* and Martin Scorsese's acclaimed drama *The Departed*. Notable film credits include *The Italian Job*, *The Other Guys* and *Ted*. Most recently, he played Navy SEAL Marcus Luttrell in *Lone Survivor*. He will next be seen in Michael Bay's *Transformers: Age of Extinction*. Wahlberg is also an accomplished producer of films such as *Lone Survivor*, *2 Guns* and the upcoming *Entourage*, as well as HBO shows *Boardwalk Empire*, *Entourage* and *In Treatment*. A committed philanthropist, he started the Mark Wahlberg Youth Foundation in 2001 to benefit inner city children and teens.

Nick fans will be able to get in on the slime [online](#) and in the [Nick App](#) this year, voting for their favorite actors, shows, movies, and musicians in all new ways. Beginning today, viewers can log on to nick.com/kca14 to get to know their *Kids' Choice Awards* host, Mark Wahlberg. Beginning in February, the full *Kids' Choice Awards* digital experience launches across desktop and mobile devices. Leading up to the March event, fans can watch wacky videos, play funny KCA-themed games, and get constant updates on the slimefest to come. On March 29, viewers can head to Nick.com to see a live webcast of the *Kids' Choice Awards* Orange Carpet pre-show, and stay logged on during the show to see all the backstage action.

Last year, *Nickelodeon's 26th Annual Kids' Choice Awards* was a slime-tastic extravaganza watched by more than 12 million total viewers over its weekend plays. The live premiere (March 23, 8 p.m.; all times ET/PT) drew 5.8 million total viewers and ranked as the top telecast of the week (3/18-3/24) with kids and tweens across all TV. Kids also paid tribute to their favorites by casting a record-breaking 392 million votes in 22 categories (including live voting during the Orange Carpet pre-show).

The 2014 *Nickelodeon's Kids' Choice Awards* will be seen in more than 375 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 2014 KCAs will feature country-specific award categories and nominees, such as Sveriges Favoritstjärna (Favorite Swedish Star) and Migliore Cantante Italiano (Favorite Italian Singer). Voting for the 2014 KCAs will span six continents across 17 localized voting sites, giving kids practically everywhere the chance to decide who takes home a coveted blimp. The 2013 KCAs was the highest-rated ever among kids in many international markets, including the UK, Germany and Singapore. Ratings for the 2013 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, Australia, Netherlands, Spain, Singapore, and more.

Presenting sponsors of *Nickelodeon's 27th Annual Kids' Choice Awards* are General Mills, Hasbro Nerf Rebelle™ and Target. Associate sponsors are Bounty®, Capri Sun, McDonald's® and Toyota.

Nickelodeon's 27th Annual Kids' Choice Awards is being produced by Nickelodeon Productions in association with Bob Bain Productions. Bob Bain, Jay Schmalholz and Shelly Sumpter Gillyard are Executive Producers. Media outlets can reference the most up-to-date information on *Nickelodeon's 27th Annual Kids' Choice Awards* by logging onto www.NickKCApress.com.

About Nickelodeon

Nickelodeon, now in its 34th 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 more than 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

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