

NICKELODEON SLIME CUP BRINGS IT ON FOR THE FIFTH YEAR: BIGGER AND SLIMIER THAN EVER!

Recruiting Super Slime Fans with more games and more fun on 15 & 16 July at City Square Mall

30 JUNE 2017, SINGAPORE

SUMMARY

If Slime is your middle name and silly challenges are totally your game, we want YOU – the ultimate SUPER SLIME FAN – to join us at the Nickelodeon Slime Cup SG 2017 on 15 – 16 July at City Square Mall. Back for the fifth year, the Nickelodeon Slime Cup SG is the Slimiest festival packed with games and action. Held in partnership with Singtel, the Nickelodeon Slime Cup SG encourages an active lifestyle and promises tons of play for kids aged 4 years and above.

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SINGAPORE, 30 JUNE 2017 – If the thought of green, gooey, and messy Slime makes you giggle with glee, then you don't want to miss the [Nickelodeon Slime Cup SG 2017](#)! Back in Singapore for the fifth time and bigger than ever, [Nickelodeon](#) is recruiting Super Slime Fans at the *Slimiest* integrated sports festival. March in line to a weekend of entertaining stage activities, photo-taking sessions with beloved Nickelodeon characters, and game stations to train up Slime Fans, topped with a healthy dose of Nickelodeon's trademark green Slime.

Calling all Nickelodeon Slime Recruits

Presented by [Singtel TV](#), the two-day **free-entry** event will be held at [City Square Mall](#), the event's venue sponsor, on **Saturday, 15 July** and **Sunday, 16 July 2017**. Singtel customers can get a headstart on the action as there is a first-day exclusive only for Singtel customers across Mobile, TV and Broadband.

“Staging the Nickelodeon Slime Cup for the fifth year running demonstrates how Nickelodeon encourages an active lifestyle through playful experiences for kids. We've expanded the concept of the Nickelodeon Slime Cup, while sticking to our mission of making the world a more playful place – so that kids and their families can head outdoors, and bond over silly, slimy fun – in our 'true-green' Nickelodeon way!”, said Ms. Syahrizan Mansor, Vice President, Nickelodeon Asia, Viacom

International Media Networks.

Becoming a Certified Nickelodeon Super Slime Fan

Since the inaugural event in 2013 with Singtel TV, the *Nickelodeon Slime Cup SG* has seen more than 33,000 kids and their families play with nearly 30,000 litres of Slime. With nine silly games and obstacle courses to try out this year, Slime Fans can look forward to being soaked in a giant Slime washing machine, show off stealthy ninja skills in an obstacle course, or train their senses in a secret Slime shack, among many others.

Each child will own a Training Card which will allow them to collect a stamp upon completion of each game station. Gain a certain number of skill stamps and earn the honor of being a certified Nickelodeon Super Slime Fan, as well as the chance to bring home some Slime in exclusive Slime Cup goodie bags*[1].

Unlocking a Mystery Gift

To embark on the quest to becoming a Nickelodeon Super Slime Fan, fans have a mission to find out more about the '[Super Slime Fan Requirements Checklist](http://www.nick-asia.com/slimecup)' at <http://www.nick-asia.com/slimecup>. The top requirements include:

- Bringing an extra set of clothes
- Downloading the free Nickelodeon Play app (available on [Android](#) and [iOS](#), and accessed through the Variety Plus Pack via Singtel's Cast app)
- Wearing orange to the Nickelodeon Slime Cup

Bring a printed copy of the completed checklist to the event to redeem a mystery gift[2].

A Weekend of Slime at the *Nickelodeon Slime Cup SG 2017*

- **Initiation Ceremony:** *Nickelodeon Slime Cup SG* will kick off with an All Star Initiation Ceremony, led by percussion group, MOTUS, and their rousing rendition of samba funk. There will also be a rare appearance by six Nickelodeon characters on stage.
- **Photo-taking Sessions:** Take part in the stage games and win passes to pose with your favorite Nickelodeon characters like *SpongeBob SquarePants*, *Patrick Star*, *the Teenage Mutant Ninja Turtles*, and *PAW Patrol!*
- **Slime Salon:** When it comes to slime, the more the merrier! Deck out in Slimy face paint, or sparkly *Shimmer and Shine* face patterns, or selected character tattoo designs before testing your mettle at the various Training Stations.
- **Training Stations:** Awaken your sense of adventure through Slime Fan training stations – such as sliding and gliding through Slime, to defying gravity, or challenging your balance and dexterity on a swing!
- **Pine-App-le Pit:** Try out the Nickelodeon Play app where you can view Nickelodeon episodes on

the go, and discover endless mystery items and surprises waiting for you. In addition, check out Nickelodeon game apps *SpongeBob Game Station*, *Ballarina – a GAME SHAKERS App* or *Playtime with Shimmer and Shine*.

- **GIF Booth:** Let the roving Slime Squad create unforgettable animated photo memories of you that can be printed onsite.
- **Training Cards:** Hold on tight to the Training Card you'll get at the Recruitment booths – complete the stations on the Training Card to collect stamps and redeem goodie bags*.
- **R&R Station:** Slime fans who have earned their Slimy stripes can get their R(ewards) & R(ecognition) at this station.
- **Closing Ceremony on 16 July:** Special character appearance and group sliming of Super Slime Fans.

Mark your Calendar for the Nickelodeon Slime Cup SG 2017

- Saturday, 15 July, 11am – 7pm – Exclusively for Singtel subscribers
- Sunday, 16 July, 11am – 7pm – Open to the public

To gain entry into the first day of the event, Singtel subscribers must present their identity card and show proof of their Singtel service e.g. Singtel bill, Singtel operator logo on their devices or My Singtel App etc. at the Nickelodeon Slime Cup Recruitment booth. One identity card admits up to four people.

For more details, visit the website at <http://www.Nick-Asia.com/SlimeCup>.

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About Nickelodeon

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's brands reach 1.1 billion cumulative subscribers in more than 160 countries and territories, via more than 80+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms. For more information about Nickelodeon in Asia, visit www.nick-asia.com.

[1] *For kids aged 4-14. While stocks last, terms and conditions apply.

[2] Only for first 200 kids per day.



RELEVANT LINKS

Nickelodeon Slime Cup SG 2017

<http://www.Nick-Asia.com/SlimeCup>

SPOKESPEOPLE



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ABOUT VIMN ASIA PRESS

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.



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