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GRAMMY® AWARD-WINNING GLOBAL SUPERSTAR JUSTIN BIEBER SET AS HEADLINE PERFORMER AT NICKELODEON'S KIDS' CHOICE AWARDS 2021

Airing in Asia on Wednesday, March 17

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Singapore, February 22, 2021 – Grammy® Award-winning global superstar Justin Bieber has been tapped as the headline performer for this year's *Kids' Choice Awards 2021*. A celebration of fan-favorite stars across the worlds of film, television, music, sports and more, Bieber will hit the "KCA" main stage for epic, show-stopping performances of his chart-topping hits "Intentions," joined by Quavo, and his latest single "Anyone."

Hosted by actor, comedian and *Saturday Night Live* legend Kenan Thompson, *Nickelodeon's Kids' Choice Awards 2021* will air in Asia on Wednesday, March 17, at 4.50 p.m (SG), 4pm (WIB) and 5pm (MY, PH). In a first for the awards show, Nickelodeon's Orange Blimp will leave the event venue to take fans on a virtual ride around the world and beyond.

“The Kids’ Choice Awards was my first awards show and returning to share my new music is a full-circle moment,” said Bieber. “Although the show may look different this year, the KCA’s are always a ton of fun and there will definitely be no shortage of slime!”

With over a dozen *Kids’ Choice Awards* wins, Bieber leads the pack with five nominations this year: three in the category of “Favorite Music Collaboration” for his songs “Holy” featuring Chance the Rapper, “Lonely” with benny blanco, and “Stuck with U” with Ariana Grande; one for “Favorite Song” for “Yummy;” and one for “Favorite Male Artist.”

After closing out 2020 with three smash singles—“Holy” with Chance the Rapper, “Lonely” with benny blanco, and “Monster” with Shawn Mendes—Bieber rang in the new year with a brand-new single “Anyone,” and his return to the live stage in a blow-out NYE livestreamed concert. He continues to reign as one of the biggest artists in the world: the #1 artist on YouTube with 60+ million subscribers, the #2 artist on Spotify global with over 65 million monthly listeners, over 200 million in combined U.S. radio audience per week, three tracks in the Billboard Top 40, and three Grammy nominations and an American Music Award for his 2020 album *Changes*.

Fans can currently cast votes through official Kids’ Choice Awards website, [KCA.Nickelodeon.tv](https://www.kidsworld.com), as well as through social media on Twitter. Voting closes on March 2. Fans can also stay up to date on all the news by liking and following Nickelodeon on [Facebook](https://www.facebook.com/nickelodeon), [Twitter](https://twitter.com/nickelodeon) and [Instagram](https://www.instagram.com/nickelodeon).

Nickelodeon's Kids' Choice Awards 2021 is produced by Nickelodeon Productions and overseen by Rob Bagshaw, Executive Vice President, Unscripted Content. Michael Dempsey serves as executive producer, with Amy Johnson and Magda Liolis serving as co-executive producers. Nickelodeon’s Unscripted Content executives Rob Bagshaw and Paul J Medford also serve as executive producers. The ceremony is directed by Glenn Weiss.

Nickelodeon, now in its 41st 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 brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of ViacomCBS Inc. (Nasdaq: VIACA, VIAC).

NICKELODEON'S KIDS' CHOICE AWARDS PREMIERE AND ENCORES

Premiere:

- Wednesday, March 17 at 4pm (WIB), 4.50pm (SG) and 5pm (MY, PH)

Encores

- Thursday, March 18 at 2pm (WIB), 3pm (MY, PH), 3.25pm (SG) and 6pm (SG)
- Friday, March 19 at 5pm (WIB) and 6pm (MY, PH)
- Saturday, March 20 at 11.05am (WIB) and 12.05pm (MY, PH)
- Sunday, March 21 at 6.30pm (WIB) and 7.30pm (MY, PH)
- Friday, March 26 at 4pm (WIB) and 5pm (MY, PH)
- Saturday, March 27 at 7pm (WIB) and 8pm (MY, PH)
- Sunday, March 28 at 11.30pm (WIB) and 12.30pm (MY, PH)
- Thursday, April 1 at 6pm (WIB) and 7pm (MY, PH)
- Friday, April 2 at 1pm (WIB) and 2pm (MY, PH)





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