

Nickelodeon Kid's Choice Award winners

The Nickelodeon 23rd Annual Kids' Choice Awards were recently held at the UCLA Pauley Pavilion in Los Angeles, California. Hosted by funny man Kevin James, stars attending included Taylor Lautner, Miley Cyrus, Taylor Swift, Jim Carrey, Black Eyed Peas, Ryan Sheckler, Jay-Z, Selena Gomez and Misty May Treanor.

Kids paid tribute to their favourites by casting over 115 million votes between 25 February and 27 March in 19 categories. Votes were cast via www.nick.com as well as Nick's mobile website (wap.nick.com) and new KCA iPhone app.

Orange blimps were presented to Taylor Lautner for Favourite Movie Actor, Miley Cyrus for Favourite Movie Actress, Alvin and the Chipmunks: The Squeakquel for Favourite Movie and Up for Favourite Animated Movie. Jim Carrey won top honours for Favourite Voice from an Animated Movie for his vocals as Scrooge and the ghosts of Christmas Past, Present and Future in A Christmas Carol.

In the television categories, Favourite TV Show went to iCarly, Favourite Reality Show to American Idol, Favourite Cartoon to SpongeBob SquarePants, Favourite Television Actor to Dylan Sprouse and Favourite Television Actress to Selena Gomez.

Musical honours

In music, top honours went to Taylor Swift for Favourite Female Singer and Favourite Song for You Belong With Me, Jay-Z for Favourite Male Singer and Black Eyed Peas for Favourite Music Group. Most valuable players Ryan Sheckler and Misty May Treanor won for Favourite Male Athlete and Favourite Female Athlete, respectively. The Diary of a Wimpy Kid series garnered Favourite Book and Mario Kart won for Favourite Video Game.

Jacob & Bella (Taylor Lautner & Kristen Stewart) from The Twilight Saga: New Moon won for a brand new category this year, Cutest Couple, chosen last year by kids who were asked to submit their ideas for new favourites they would like most like to see added to this year's show. In a new special category this year, the Ultimate Dance Smackdown was awarded to Nickelodeon stars Noah Munck and Matt Shively as voted by viewers during the live telecast.

US First Lady Michelle Obama

Miranda Cosgrove and Keke Palmer presented US First Lady Michelle Obama with Nickelodeon's first-ever Big Help Award for inspiring families to be healthy and active through her recently launched Let's Move! initiative. The award recognizes those who seek to better the world, and whose significant impact on their community has inspired kids to do the same.

The night's presentation of the Big Help Award signalled the launch of Nickelodeon's The Big Help "Millions on the Move" campaign (www.thebighelp.com), which aims to inspire a kid-led movement of positive change, focusing on four key issues that kids have identified as being important to them: the environment; education; health and wellness; and community service. As part of The Big Help, Nickelodeon will distribute USD1 million in grants to fund The Big Help "Millions on the Move" projects in schools and communities across the US.

Moves of the night

The moves of the night went to Noah Munck (iCarly) and Matt Shively (True Jackson, VP) who won the live viewer vote during the telecast's Ultimate Dance Smackdown competition. Three teams of Nickelodeon stars were in the running, each with a different style of dancing. Gage Golightly (The Troop), Robbie Amell (True Jackson, VP), Ariana Grande (Victorious) and The Penguins of Madagascar boogied to Bollywood music, while Ashley Argota (True Jackson, VP), Nick Purcell (The Troop), Leon Thomas (Victorious) and The Fairly Oddparents characters grooved to Disco, but it was Munck and Shively

who got down to Hip-Hop with the Fanboy and Chum Chum characters who freestyled their way to the prize.

Celebrity participants

The star-studded telecast featured additional celebrity participants, including: Chris Rock, Jackie Chan, Robert Downey Jr, Tyra Banks, David Spade, Jonah Hill, Rosario Dawson and George Lopez, Cory Monteith, Lily Collins, Victoria Justice, Lea Michele, Dev Patel, stars of iCarly, John Cena, Jaden Smith, Shaun White, Jackson Rathbone and many others.

The 2010 Kids' Choice Awards will broadcast on Nickelodeon Africa (DStv Channel 305) on 1 May at 11am (repeated 6pm).

Nickelodeon's 23rd Annual Kids' Choice Awards winners are:

- Favourite Movie: Alvin and The Chipmunks: The Squeakquel
- Favourite Animated Movie: Up
- Favourite Voice from an Animated Movie: Jim Carrey (A Christmas Carol)
- Favourite Movie Actor: Taylor Lautner (The Twilight Saga: New Moon)
- Favourite Movie Actress: Miley Cyrus (Hannah Montana: The Movie)
- Favourite Song: You Belong With Me (Taylor Swift)
- Favourite Music Group: Black Eyed Peas
- Favourite Male Singer: Jay-Z
- Favourite Female Singer: Taylor Swift
- Favourite TV Show: iCarly
- Favourite Television Actress: Selena Gomez
- Favourite Cartoon: SpongeBob SquarePants
- Favourite Reality TV Show: American Idol
- Favourite Television Actor: Dylan Sprouse
- The Big Help Award: US First Lady Michelle Obama
- Favourite Male Athlete: Ryan Sheckler
- Favourite Female Athlete: Misty May Treanor
- Favourite Video Game: Mario Kart
- Favourite Book: Diary of a Wimpy Kid series
- Cutest Couple: Jacob & Bella (Taylor Lautner & Kristen Stewart) from The Twilight Saga: New Moon
- Ultimate Dance Smack-Down: Noah Munck, Matt Shively and Fanboy and Chum Chum