

BET Networks Launches New Public Service Announcement "Where Do You Do It?" for 5th Annual Breast Cancer Awareness Campaign

BET and Centric's BET GOES PINK Campaign Engages Viewers through Original Public Service Announcements, Online Resources and On-Air Content for Breast Cancer Awareness Month

NEW YORK--(BUSINESS WIRE)-- For the fifth year in a row, BET Networks announces the launch of its breast cancer awareness campaign, **BET GOES PINK**, to promote awareness of the most commonly diagnosed cancer among African American women. BET Networks continues its dedication to closing the racial disparities of breast cancer and ensuring African American women are included in the conversation, especially during the month of October.

This year's new **BET GOES PINK** PSA theme, "Where Do You Do It?", is a call-to-action that serves to shift the focus from awareness to increased action, by encouraging viewers to share where they do breast self-exams. Use the hashtag #WHEREODOYOUDOIT on social media to join the conversation and share where you do it.

BET and Centric also brings attention and awareness to its viewers by curating short-form content on breast cancer survivors' online, turning the Network logo pink and airing Ava Duvernay's debut film "I Will Follow," inspired by her aunt who died of breast cancer in 2003.

The **BET GOES PINK** initiative is a national, multi-platform call-to-action campaign dedicated to raising awareness, encouraging early detection and educating the BET audience. Under age 45, African American women have the highest incidences of breast cancer and African American women of all ages are more often diagnosed with highly aggressive forms of breast cancer and are more likely to die from breast cancer than any other race.

For more information, visit BET GOES PINK's online portal- BET.com/BETGoesPink

About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIAB), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

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Source: BET Networks

News Provided by Acquire Media