



Nickelodeon International and African Wildlife Foundation Premiere Wildlife Special to Inspire Kids to Help Endangered Animals

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Tanzania Environment Added to Nickelodeon's Hit Geography App "Dora's Worldwide Adventure"

Social tag: #AWFRoarChallenge

Click [here](#) for pictures from episode 1.

NEW YORK & KAMPALA, Uganda--(BUSINESS WIRE)--Jul. 10, 2018-- Nickelodeon International's **Together For Good** and **African Wildlife Foundation** (AWF) today launched their first collaboration: the *Together for Good Wildlife Special*, an educational mini-series created to inspire kids to raise awareness about endangered wildlife and empower them to become change-makers. In commemoration, Nickelodeon today also launched a Tanzania environment within its hit educational geography app, *Dora's Worldwide Adventure*.

"Our research shows that 73 percent of kids aged 6-11 think their age group has the potential to change the world for the better,¹ and we want to give them the tools to do just that," said Bradley Archer-Haynes, Vice President, Corporate Social Responsibility, Nickelodeon International. "The Together For Good Wildlife Special combined with the Tanzania launch on our *Dora* app allows our relationship with AWF to reach and empower all kids, from preschool to tweens on all the platforms they love. This was also the first time we brought Nickelodeon talent to the continent of Africa, and Uganda served as the perfect backdrop to develop entertaining content that teaches kids about the important implications of African wildlife conservation and to inspire them to use their voices to get involved."

In the *Together For Good Wildlife Special*, Nickelodeon star **Breanna Yde** (*School of Rock*) will guide young viewers on a journey through Uganda as she discovers key conservation and environmental challenges, and hears from heroes who work daily to protect at-risk wildlife including lions, giraffes, rhinoceroses, elephants and chimpanzees. The mini-series and supplementing digital vignettes will tell the stories of real life heroes: guides, park rangers, detection dogs and their handlers – and show kids everywhere how they too can help from home with additional resources at <http://wildlife.nickelodeon.tv>.

The special expands beyond linear with web and social activations where young viewers can learn more about and support at-risk wildlife. Kids can also participate in the **#AWFRoarChallenge** on social media, which encourages kids to take videos of themselves roaring in a funny effort to scare a friend. As the official campaign hashtag, #AWFRoarChallenge will also collate fun animal facts, ways to fundraise, and additional information about the plights of lions, giraffes, rhinoceroses, elephants and chimpanzees, while showing kids that using their voice can spread the word and help save these animals from extinction.

The *Together For Good Wildlife Special* begins airing today across Nickelodeon's international network of channels that span 170+ territories. To learn more about it and how you can get involved, visit <http://wildlife.nickelodeon.tv>

Also in partnership with AWF, Nickelodeon today launched a Tanzania environment in *Dora's Worldwide Adventure*. Drawing on Dora the Explorer's legacy of exploration, *Dora's Worldwide Adventure* introduces preschoolers to geography, inviting them to learn and celebrate different cultures with Dora, Boots, Swiper and more. The Tanzania addition joins app environments that include Australia, Brazil, China, Italy, Japan, the UK and the US. *Dora's Worldwide Adventure* is available for download in 12 languages outside of the US via the iTunes, Google Play and Amazon stores.

"I am optimistic about the future of conservation in Africa when I see young people actively engaged," said AWF's president Kaddu Sebunya. "This generation is equipped with the tools and the zeal to shape Africa's future. Creative partnerships such as this one between Nickelodeon and the African Wildlife Foundation hold the promise of securing Africa's fragile resources through direct engagement with youth. It is time for young people to both tell and live the conservation story."

About Together For Good

Together For Good, launched in 2015, is Nickelodeon's international initiative to empower kids to make positive changes in the world around them. The initiative serves as Nickelodeon's international platform to inspire its audiences to get involved in their communities, provide the resources and education to get the job done and celebrate the impact they are making every day.

About Nickelodeon International

Nickelodeon, now in its 39th 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, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ 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 or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

About African Wildlife Foundation

Headquartered in Nairobi, Kenya, the African Wildlife Foundation (AWF) has nearly 60 years of experience working to ensure wildlife and wild lands thrive in a modern Africa. As one of the oldest and largest conservation organizations focused solely on the continent of Africa, AWF is the primary

advocate for the protection of African wildlife and wild lands. AWF works across the continent of Africa implementing programs that are focused on safeguarding areas of high conservation value through a holistic suite of projects that protect land, conserve wildlife, improve the lives of local people by enhancing access to education and income-generating activities, and leverage conservation enterprises to promote economic growth that is not at the expense of Africa's natural heritage. To learn more, visit www.awf.org.

¹ Viacom Global Insights, 2017, 28,620 respondents aged 6-54 in 30 Countries: Argentina, Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, Hungary, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Philippines, Poland, Portugal, Russia, Saudi Arabia, South Africa, Spain, Sweden, Turkey, UK, US.

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