

Nickelodeon Celebrates Black History Month Through Multiplatform Partnership with Because of Them, We Can™ Initiative

Kids Depicting Notable African Americans Featured in PSA Campaign Launching Today on Nickelodeon

NEW YORK--(BUSINESS WIRE)-- Nickelodeon is partnering with the Because of Them, We Can™ initiative to commemorate Black History Month through a campaign launching today across the network's multiple platforms, including on-air, digital and social. Nickelodeon will air three original 30-second PSAs that feature kids portraying distinguished African Americans, including Maya Angelou, Muhammad Ali and Malcolm X. The PSAs, which were produced by Because of Them, We Can™, will air throughout February and also will be showcased on a dedicated web site (<http://www.nick.com/thanks>) that provides kids and families with additional information about Black History Month.

"Through this partnership, Nickelodeon is using the power of our screens to amplify a positive message and connect kids to the lessons of the past that underscore the remarkable contributions of African Americans," said Marva Smalls, Executive Vice President of Public Affairs, Nickelodeon. "The Because of Them, We Can™ campaign encourages a new generation of kids to learn about African-American history in a way that makes them part of the narrative and is relevant to them."

"We are excited to share these videos through the lens of Nickelodeon, empowering their viewers and hopefully, awakening their potential," said Eunique Jones Gibson, Founder, Because of Them, We Can™. "Our goal is to connect kids to heroes, past and present, and create a banner of excellence for all people, young and old, to live by."

Kids can log on to <http://www.nick.com/thanks> to stream the Because of Them, We Can™ created spots; learn interesting facts about other noteworthy historical and modern day African-American icons; view additional Black History-themed video clips; and get more information about the Because of Them, We Can campaign™. Nickelodeon's social media channels will also support the initiative with daily tweets of images from the Because of Them, We Can™ initiative via [@NickelodeonTV](#) and posts on [Nickelodeon's Facebook](#) page throughout the month.

The Because of Them, We Can™ photo campaign was launched by activist and photographer Eunique Jones Gibson to inspire young people and create images that positively represent African Americans. The initiative has expanded beyond still images to include video content, a book and products designed to empower people of all ages and colors.

About Because Of Them, We Can

Founded in 2013, Because of Them, We Can is a viral photo campaign that aims to build the self-esteem in children by providing them with positive imagery to serve as a constant reminder of their potential. Because of Them, We Can celebrates America's rich history and promising future through images that refute stereotypes for our children by educating and connecting them to heroes who have paved the way. For more information, please visit www.becauseofthemwecan.com.

About Nickelodeon

Nickelodeon, now in its 35th 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, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 20 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ:VIA)(NASDAQ:VIAB).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150210006356/en/>

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