

Nickelodeon International Launches Together For Good

Plan International Confirmed as Inaugural Partner

Multi-platform campaign to inspire and celebrate kids who make an impact in their local community begins July 21st

NEW YORK--(BUSINESS WIRE)-- Nickelodeon International announced today that it will launch *Together For Good*, its new initiative to empower kids to make positive changes in the world around them. *Together For Good* will serve 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're making every day.

The international-only campaign will launch on July 21st outside of the US across Nickelodeon platforms in 150 countries and territories with its inaugural campaign partner, Plan International. Founded more than 70 years ago, Plan International is one of the largest, most established children's development organizations in the world. Plan was selected for its long-term and child-centered work in communities around the world to break the cycle of poverty for millions of children and their families.

"We are excited to launch *Together For Good*. From our research, we know it's important to our audience to make a meaningful impact in their community and they want to support causes that are important to them," said Mark Levine, Senior Vice President, Marketing, Brand Strategy, Viacom International Media Networks and Head of Public Affairs, Nickelodeon International. "We're certain Plan International's passion, expertise and global presence make them a perfect partner to launch this campaign and help our audiences achieve their goals."

"The Plan International federation is thrilled to partner with Nickelodeon International in launching *Together For Good*. Plan believes that when children and adults work together as part of the change process, it is more likely that it will be successful and sustainable," said Tessie San Martin, President and CEO of Plan International USA. "This partnership is unique in that it empowers children around the world to inspire other children to become agents of change in their own communities. It is terrific to have an opportunity to work with a worldwide leader in children's programming like Nickelodeon to help children realize their full potential as empowered global citizens."

Beginning July 21st, Nickelodeon will kick off the campaign internationally on its channels, social media networks and online. Kids can log on to the dedicated microsite good.nickelodeon.tv to read inspirational stories about kids who are already making a change in their communities, provide information on how they can get involved and offer various activities and challenges to help them make an impact - big or small.

The second phase of the campaign will launch in August, inviting kids age six to 17 years old to log on to good.nickelodeon.tv to upload photos and videos of themselves making a difference in their community. Four finalists in each participating region outside of the U.S. will be selected by a panel of Nickelodeon and Plan International team members. Nickelodeon viewers will then have the opportunity to vote to select one special change-maker in each region. Those regional winners will be recognized for their achievements on Nickelodeon's websites and social channels in their respective regions. The campaign will culminate in the fall with a celebration honoring change-makers from around the world and the announcement of one lucky finalist who will be selected by Nickelodeon and Plan International to receive the ultimate prize, an all-expense-paid trip to the U.S. to attend a Nickelodeon event as a VIP guest.

About Nickelodeon

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's brands reach nearly a billion cumulative subscribers in more than 160 countries and territories, via more than 80+ 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.

About Plan International

Plan International is one of the oldest and largest children's development organizations in the world. We work in 51 developing countries across Africa, Asia, and the Americas to promote child rights and lift millions of children out of poverty. Plan International is an independent organization, with no religious, political, or governmental affiliations. In 2014, Plan International worked with 86,676 communities. Our work areas had a population of 164.9 million people - including 81.5 million children.

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