

Nickelodeon's Dora the Explorer and True Jackson, VP's Keke Palmer Honored With NAACP Image Awards

NEW YORK, Feb 13, 2009 -- Nickelodeon's Dora the Explorer and Keke Palmer, star of the network's hit tween comedy series, True Jackson, VP, were honored by the NAACP at the 40th NAACP Image Awards during the 40th Annual Awards ceremony in Los Angeles on Feb. 12. Dora the Explorer took home the award for Outstanding Children's Program and Keke Palmer won for Outstanding Performance in a Youth/Children's Program Series or Special.

Launched in 2000, Dora the Explorer is the number-one preschool program on all of television in the US (source: NMR: 12/31/07-12/14/08), and has been honored with a Peabody Award (2003), three Imagen Awards (2001-2003); a Gracie Allen Award (2004-2005) and an Alma Award (2002). The series, created by Chris Gifford, Valerie Walsh Valdes and Eric Weiner, is designed to actively engage its audience in an interactive quest using a variety of learning techniques. Dora the Explorer is syndicated to TV broadcasters in 125 markets, translated in 24 languages and is available in consumer products in 32 territories.

Keke Palmer, star of Nickelodeon's True Jackson, VP, has established herself as one of the fastest rising young stars of her generation, with credits that span film, television, and music. Her performance as the title character Lions Gate Films/Starbucks Entertainment's Akeelah and the Bee garnered a NAACP Image Award for Outstanding Lead Actress in a Motion Picture. Palmer now lends her unparalleled talent to the role of True Jackson, a teenage student tapped to head the youth division of a major fashion label. Created and executive produced by award-winning broadcast comedy veteran Andy Gordon (NewsRadio, Just Shoot Me!, Mad About You), True Jackson, VP is cable's second highest-rated show for kids 6-11 and tweens 9-14 on Saturday nights.

Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 98 million households and has been the number-one-rated basic cable network for 14 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. (NYSE: VIA, VIA.B).

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