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**THE SECOND SEASON OF THE
LET'S JUST PLAY GO HEALTHY CHALLENGE KICKS OFF
SUNDAY, APRIL 29, 8:30 P.M. ET/PT ON NICKELODEON**

**Nickelodeon Continues Fifth Year of its Health and Wellness Initiative with
Multiplatform Campaign Including Broadened Half-Hour Monthly Series,
New Online Offerings and a Regional Community Activation Campaign in
Partnership with the Alliance for a Healthier Generation**

**Series Features Two New Challengers, a Rotating Storyline with Real Kids Across the
Country, and New “Workout Like a Pro” Fitness Tips from NFL Players**

NEW YORK – April 10, 2006 – Nickelodeon, the number-one kids entertainment brand, in partnership with the Alliance for a Healthier Generation, a joint initiative of the American Heart Association and the William J. Clinton Foundation, will premiere the second season of its *Let's Just Play Go Healthy Challenge*, a six month series that focuses on real kids' quests to make their lives healthier, on Sunday, April 29, at 8:30 p.m. ET/PT on Nickelodeon. This year's *Let's Just Play Go Healthy Challenge* delves deeper into real kids' stories and involves more multiplatform elements than ever. The series has been increased to a full half-hour, airing monthly on Sunday nights during TEENick.

The *Let's Just Play Go Healthy Challenge* is part of Nickelodeon's on-going “Let's Just Play” five year old pro-social campaign, which includes on and off air initiatives, a grants program, public service announcements, the Worldwide Day of Play and more. It provides positive role models for kids to help them make healthy lifestyle choices and inspire individuals to participate. Last year's *Let's Just Play Go Healthy Challenge* motivated 200,000 kids to participate.

Several new elements on digital platforms this year will serve to reach more kids, motivate them to take the challenge, and provide them with tangible tools to follow the new role models. Beginning April 5, kids can log onto www.nick.com/letsjustplay to download a monthly personalized tracker on their desktops which will follow their progress during the course of the *Let's Just Play Go Healthy Challenge*. The sharable tracker includes customized features including drag and drop icons and backgrounds, and a list of favorite activities and healthy food options which kids can update. Kids can also find healthy tips and an e-calendar online to keep activities and healthy habits organized. Nick.com also introduces the interactive and activity based game called “My Room Revolution” where kids customize their own avatar and room, and get up and active with music.

The 2007 *Let's Just Play Go Healthy Challenge* will follow two new personalities: 12-year olds Kenderick from North Little Rock, Arkansas, and April from Chalfont, Pennsylvania, as they journey to become healthier individuals. In addition, a revolving third storyline will be featured each month, focusing on one particular individual or a group of kids who are working to improve health and wellness in their personal lives or community. The first rotating spot features students from Roosevelt Elementary School in Fresno, California – part of the Alliance for a Healthier Generation's Healthy Schools Program

– who have a goal to “run across America” by contributing to a collective count of miles with a pedometer. Each monthly episode will also include brand new “Workout Like a Pro” segments, which feature various NFL players providing fitness tips to help kids in their healthy lifestyle quests.

The *Let’s Just Play Go Healthy Challenge* will be based on monthly themes including: self assessment; goal setting; moderation, leading the community and celebrating successes, among others. These themes will be paired with practical tips to help real kids set personal goals to achieve a healthier lifestyle. Nickelodeon and the Alliance for a Healthier Generation will also be rolling out a community activation campaign with events in 25 regions to supplement the *Let’s Just Play Go Healthy Challenge* on the ground level. A toolkit will be made available on www.everythingnick.com which will include practical tips and tools which community organizations can use to provide kids with tangible steps that can improve their health, as well as information on activities and affiliate partnerships.

Guiding and lending support to the challengers each month will be local coaches. Kenderick will be working with David Bazzel, who has served as the Chairman of the Arkansas Governor’s Council on Fitness and on the Board of the National Association of Governors Councils on Physical Fitness & Sports, as well as Michele Higgins, a clinical dietitian at Baptist-Health in Little Rock, who has been practicing as a registered, licensed dietitian for approximately eight years. April will be guided by Lisa Reed, a registered dietitian working at The Reading Hospital Weight Management Center in Reading, Pennsylvania. The campaign will also be supported by an advisory board, consisting of experts in health, fitness, nutrition and youth development, to provide additional third party credibility to the challengers’ health plans.

This season of the *Let’s Just Play Go Healthy Challenge* will rollout on multiple platforms to engage kids in all types of media they use. Cut down segments of the *Let’s Just Play Go Healthy Challenge* and Nick’s health and wellness themed PSAs will be made available to subscribers of Nickelodeon content on various wireless content providers beginning April 16. TurboNick, Nickelodeon’s online broadband video service on Nick.com, will stream the full episodes after they air as well as behind-the-scenes home video footage from the “challengers.” Episodes will be also available for the first time for free download on iTunes. Starting July 2007, content from the *Let’s Just Play Go Healthy Challenge* will be made available on video-on-demand platforms, along with exclusive short form content. And the April and May issues of *Nickelodeon Magazine* include profiles of Kenderick and April, respectively, in which they share the reasons why they want to become healthier individuals.

About the Alliance for a Healthier Generation

The William J. Clinton Foundation and the American Heart Association partnered in May of 2005 to create a new generation of healthy Americans by addressing one of the nation’s leading public health threats – childhood obesity. The goal of the Alliance is to stop the nationwide increase in childhood obesity by 2010, and to empower kids nationwide to make healthy lifestyle choices. The Alliance positively affects the places that can make a difference to a child’s health: homes, schools, restaurants, doctor’s offices and communities. For more information on the Alliance for a Healthier Generation, please visit: www.HealthierGeneration.org.

About Nickelodeon

Nickelodeon is currently in its fifth year of its award-winning pro-social initiative, “Let’s Just Play.” In November 2005, “Let’s Just Play” entered into a partnership with the Alliance for a Healthier Generation to combat the spread of childhood obesity. The three organizations combined forces on a comprehensive media and public awareness campaign, encouraging young people to engage in healthy and active lifestyles. Nickelodeon is using its multimedia platforms and the “Let’s Just Play” campaign, working with the Boys and Girls Clubs of America and other partners, to reach millions of young people across the country and spread the message of the movement to create a healthier generation.

Nickelodeon has committed more than \$30 million and 10% of its air to health and wellness messaging. For approximately three years, Nickelodeon has awarded almost \$2.5 million in grants and through its “Let’s Just Play Giveaway” to schools and after-school programs to help provide resources that will create and expand opportunities for physical play. For more information on Nickelodeon and the Let’s Just Play campaign, visit www.nick.com/letsjustplay.

Nickelodeon, in its 28th 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 almost 92 million households and has been the number-one-rated basic cable network for almost 12 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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