

Contacts:	Thamar Romero Nickelodeon 212.846.7491	Meredith Isola American Heart Association 202.785-7925	Jennifer Johnston Alliance for a Healthier Generation 727-563-8088
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South Hialeah Elementary School Awarded \$5,000 Through Nickelodeon's "Let's Just Play Giveaway"

School Uses Grant to Provide Healthier Activities and Choices for Students and Staff

Hialeah, FL – March 1, 2007 – South Hialeah Elementary School, a member of the Alliance for a Healthier Generation's (a joint initiative of the American Heart Association and William J. Clinton Foundation) Healthy Schools Program, was recently awarded \$5,000 through Nickelodeon's "Let's Just Play Giveaway," an effort by the network to distribute funds to help kids improve their schools' or communities' play facilities. The school is one of 40 from around the country to recently receive the \$5,000 grant and is using the funds to encourage increased physical activity and to promote healthy lifestyle choices among students. Over the past two years, Nickelodeon's Let's Just Play Giveaway program has awarded more than \$2.5 million to almost 400 schools and organizations across the country.

South Hialeah Elementary will provide all of its 1,175 students with "Let's Just Play" bags filled with jump ropes, balls, Frisbees, hop and goes and other equipment, all related to physical education. "We are so thrilled to be able to provide the gift of physical and health education to all of our kids," said teacher Sara Brodsky, who coordinates the school's wellness efforts.

"One of Nickelodeon's priorities is to focus on the health and wellness of kids, and one of the ways we do that is through our 'Let's Just Play' Giveaway program," said Jean Margaret Smith, Senior Vice President of Nickelodeon Public Affairs. "South Hialeah Elementary is taking crucial steps to help its student body have the means to play, and we're thrilled that we can help with that through the Giveaway program."

Over the last six months South Hialeah has begun transforming its facilities, students and staff through a variety of activities and programs including the creation of an Exercise of the Week program for students and a Morning Walking Club for faculty; more physical activity options were added to the after school program; more nutritious options are now offered in the cafeteria; nutrition has been integrated into the daily curriculum by teachers; and parents are being encouraged to swap and share recipes with each other. To ensure the new activities and resources are having a positive impact the school is monitoring the health of its students to illustrate the benefits of the investment.

"South Hialeah Elementary has done a wonderful job of making the health of their students a priority- soon the students will be able to practice what they learn at school with their own equipment at home" said Jennifer Johnston, Relationship Manager for the Alliance for a Healthier Generation.

In addition to this program at South Hialeah, nearly all of the students registered at www.Nick.com/letsjustplay to take the "Let's Just Play: Go Healthy Challenge" and take steps towards a healthier lifestyle. The 2007 "Let's Just Play Go Healthy Challenge" kicks off on Nickelodeon in April 2007.

Students from South Hialeah entered to win Nickelodeon's "Let's Just Play Giveaway" on behalf of their school. Partnering with teachers and other community-based leaders, the students told Nickelodeon what they needed for South Hialeah to help them play better and why, and gave three reasons why play is important. Once the entry form was completed and mailed to Nickelodeon, the winners were randomly selected.

The “Let’s Just Play Giveaway” is an extension of the network’s 2004-2005 “Let’s Just Play” grants program, where Nickelodeon awarded more than \$600,000 to 81 organizations and schools. A total of \$9 million was cited in the 1,800 grant applications received, causing the network to more than double its funding for the “Let’s Just Play Giveaway.”

Nickelodeon’s “Let’s Just Play” recently entered into a partnership with The Alliance for a Healthier Generation, a joint initiative of the William J. Clinton Foundation and the American Heart Association, to combat the spread of childhood obesity. The three organizations are combining forces on a comprehensive media and public awareness campaign, encouraging young people to engage in healthy and active lifestyles.

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 will positively affect the places that can make a difference to a child’s health: homes; schools; restaurants; doctor’s offices; and the community. For more information on the Alliance for a Healthier Generation, please visit: www.HealthierGeneration.org.

About Nickelodeon’s “Let’s Just Play” Campaign

Currently in its fourth year, “Let’s Just Play” is Nickelodeon’s pro-social commitment to encourage kids to participate in active, healthy, and playful lifestyles – a much needed antidote to reports of the rise in childhood obesity, the concerns about reduction of PE in schools and in after-school programs, and the over-scheduled and sedentary lifestyles of kids today. In addition to using the power of Nickelodeon’s air, online sites, magazines, and celebrity support, the channel devotes significant year-round resources to building a grassroots infrastructure that supports physical play opportunities in communities everywhere.

“Let’s Just Play” was recently awarded four Cable Television Public Affairs Association Beacon Awards, which recognize excellence in the public affairs industry. For more information on the “Let’s Just Play” program, visit www.everythingnick.com.

Nickelodeon, in its 27th 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 and VIA.B).

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