

**FOR IMMEDIATE RELEASE**

Contacts:	Joanna Roses	Thamar Romero	Adina Ellis
	Nickelodeon	Nickelodeon	NFL
	212.846.7326	212.846.7491	212.450.2435

**SEATTLE SEAHAWKS RUNNING BACK SHAUN ALEXANDER LENDS SUPPORT TO NICKELODEON'S "LET'S JUST PLAY" CAMPAIGN**

*Health & Wellness PSA Featuring Alexander to Premiere on Nickelodeon on November 15*

**NEW YORK- November 15, 2006** – The 2005 National Football League Most Valuable Player, Seattle Seahawks running back Shaun Alexander, is teaming up with Nickelodeon, the number-one brand for kids, to help get kids active. Alexander is lending his support to the network's award-winning "Let's Just Play" public awareness campaign, in partnership with the Alliance for a Healthier Generation – a joint initiative between the American Heart Association and William J. Clinton Foundation – which encourages young people to engage in playful, healthy and active lifestyles.

Alexander will be featured in a public service announcement, debuting on-air on Nickelodeon Nov. 15, which focuses on the importance of a balanced diet and energizing the body. He will also serve as a spokesperson for the 2007 *Let's Just Play Go Healthy Challenge*.

"Today's children have many more options of things to do in their free time than I or their parents had," said Alexander. "Teaming with Nickelodeon and the 'Let's Just Play' campaign gives me the opportunity to raise awareness and encourage my youngest fans to get back to the basics of having fun through physical activities."

Nickelodeon is in its fourth year of its award-winning, "Let's Just Play" pro-social initiative. The *Let's Just Play Go Healthy Challenge* on Nickelodeon is the network's on-air and grassroots campaign in partnership with the Alliance for a Healthier Generation, which encourages real kids to make their lives, schools and communities healthier. To date, nearly 200,000 kids have pledged to "Go Healthy." Kids can visit [www.nick.com/letsjustplay](http://www.nick.com/letsjustplay) for information on how to become a Go Healthy Challenger. The 2006 *Let's Just Play Go Healthy Challenge* campaign recently culminated with the network's third annual Worldwide Day of Play, in which Nickelodeon went dark for three hours in order to encourage kids to get up, get out and play. More than 250,000 kids participated in more than 900 events held around the world.

Since joining the NFL seven years ago, Alexander has established himself as one of the best running backs the league has seen, and is well on his way to securing his spot among the best backs in NFL history by achieving several accomplishments on the field including breaking the franchise record for the most rushing yards, being named the 2005 NFL MVP, and leading his team to their first Super Bowl last season.

Alexander utilizes the same ambition and passion off the field with his community work through the Shaun Alexander Foundation, which he founded while he was in college. The Shaun Alexander Foundation's mission is to empower young men through education, athletics, character programs, and leadership training; inspiring them to reach their full potential as the mentors and role models for the next generation.

-more-

### **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](http://www.HealthierGeneration.org).

### **About Nickelodeon**

Nickelodeon is finishing its fourth year of its award-winning, "Let's Just Play" pro-social initiative. 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 the *Let's Just Play Go Healthy Challenge*, 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 promote healthy lifestyles among kids and communities.

Nickelodeon has committed more than \$30 million and 10% of its air to health and wellness messaging. Over the past 2 years, Nickelodeon has also awarded approximately \$2 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 its pro-social efforts visit [www.Nick.com](http://www.Nick.com), [www.Nickjr.com](http://www.Nickjr.com) or [www.teachers.nick.com](http://www.teachers.nick.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 more than eleven consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA and VIA.B).

###