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**NICKELODEON AND THE ALLIANCE FOR A HEALTHIER GENERATION KICK OFF
THE SEARCH FOR THE 2007
LET'S JUST PLAY GO HEALTHY CHALLENGERS**

Casting to Take Place in New York, Long Beach, Calif. and Little Rock, Arkansas

Campaign Seeks to Inspire Kids Nationwide to "Go Healthy" and Work towards Healthier Lifestyles; More than 150,000 Kids Already Taking the Challenge

NEW YORK – Sept. 29, 2006 –Nickelodeon and the Alliance for a Healthier Generation will kick off the "Go Healthy Challenger Search 2007," tomorrow, Sept. 30, 8 p.m. ET/PT, a nationwide campaign that seeks to find the kids who will be featured in next year's *Let's Just Play Go Healthy Challenge*. Kids are encouraged to send in personal home videos sharing how they want to "go healthy" and why they want to be a 2007 role model for the campaign. The *Let's Just Play Go Healthy Challenge* follows real kids on-air on their personal journeys towards healthier lifestyles. It is part of Nickelodeon's "Let's Just Play" pro-social initiative, with partner the Alliance for a Healthier Generation – a joint initiative between the American Heart Association and William J. Clinton Foundation, to encourage kids to participate in active, healthy, and playful lifestyles.

To be considered as a Let's Just Play Go Healthy Challenger, kids will need to submit a "Performer Application," which is available for download on www.nick.com/letsjustplay, along with no more than 10 minutes of home video footage. All submission tapes must be labeled with the solicitant's full name and mailed, along with the 'Performer Application', no later than Oct. 20, 2006 to:

Let's Just Play Go Healthy Challenge
331 West 57th Street
Box # 435
New York, New York 10019

Nickelodeon and the Alliance for a Healthier Generation will also be holding local casting calls open to all kids on Oct. 14 and/or 15, from 9 a.m. to 5 p.m. in the following cities: New York City, Long Beach, CA at the Girl Scout Council, and Little Rock, AR at the William J. Clinton Presidential Center. The casting calls will consist of a videotaped interview, in which kids will be asked to answer questions about their health goals, how they would like to achieve those and why. A location for the casting call in New York is still to be determined.

In addition, local American Heart Association divisions and Boys and Girls Clubs of America will support the casting process in various cities. Local volunteers will be on-site (specific venues to be determined) with required paperwork and video cameras to create the home



video footage for kids to participate. Kids attending any casting calls are required to be accompanied by a legal guardian to provide permission to participate.

The 2007 Let's Just Play Go Healthy Challengers will be determined in early November. The chosen participants will be notified and those selected will be posted on www.nick.com/letsjustplay. Useful tips for making submission tapes, along with the official solicitation rules will also be posted on the website throughout October.

The solicitation for the 2007 Go Healthy Challengers begins on Saturday, Sept. 30, marking the network's Worldwide Day of Play celebration which includes the *Let's Just Play Go Healthy Celebration* finale at 7:30 p.m. ET/PT. The 2006 *Let's Just Play Go Healthy Challenge* inspired more than 150,000 kids across the country to "go healthy" and become more active by following four real kids on-air in their personal health quests, and with tactical online tips that kids could use in their own lives. The *Go Healthy Challenge*, an on-air and grassroots campaign developed by Nickelodeon and the Alliance for a Healthier Generation encourages real kids to make their lives, schools and communities healthier.

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 communities.

For more information on the Alliance for a Healthier Generation, please visit: www.HealthierGeneration.org.

About Nickelodeon

Nickelodeon is currently in its fourth 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 Healthier Generation movement.

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, visit www.Nick.com, www.Nickjr.com or www.teachers.nick.com.



Alliance
for a
**Healthier
Generation**

www.HealthierGeneration.org

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 more than 90 million households and has been the number-one-rated basic cable network for eleven consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA and VIA.B).

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