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**SHAWN “JAY-Z” CARTER PARTNERS WITH THE UNITED NATIONS AND  
MTV: MUSIC TELEVISION ON A JOURNEY TO PERSONALLY WITNESS  
THE DEVASTATING WORLD WATER CRISIS**

**Expedition to Be Taped For an MTV News & Docs Special  
*Diary of Jay-Z: Water for Life* to Air on MTV Friday, November 24**

**Initiative to Engage, Educate and Empower Young People to Take Action to Save  
Lives and the Planet**

**Show to Be Made Available to MTV Channels Worldwide**

New York, New York – August 9, 2006 – At a press conference held this morning at the United Nations with Secretary-General Kofi Annan, MTV President Christina Norman and President and CEO of Def Jam Records Shawn “Jay-Z” Carter, a multi-faceted partnership and collaboration was announced. While on his international tour, Jay-Z will travel to several regions around the globe affected by the world water crisis. These visits will be documented by MTV for a special, *Diary of Jay-Z: Water for Life*. This special program will document his personal learning journey as he meets children and families who suffer daily and count among the more than one billion people worldwide who do not have access to safe drinking water. MTV’s cameras will also follow Jay-Z visiting locations where sustainable, environmentally-friendly solutions are in place or being developed to bring fresh water to devastated communities.

*The Diary of Jay-Z: Water for Life* will premiere on MTV on Friday, November 24, 2006 and will be offered to MTV’s worldwide network of 50 locally programmed channels in 179 countries. MTV will also offer complementary comprehensive educational outreach and Internet resources, all designed to help educate and inspire a new generation of young people to save lives and their planet.

“The water crisis—like so many issues confronting our world—can only be fully addressed with the creative participation of young people everywhere,” said United Nations Secretary-General Kofi Annan. “Working with MTV and Jay-Z, all of us at the UN hope this campaign will motivate youth to take action both in their own lives, and in support of broad eco-friendly initiatives.”

“MTV has a long history of partnering with artists and experts to raise awareness and educate our audience,” said Christina Norman, President of MTV. “By allowing MTV to document his journey, Jay-Z will be mobilizing a whole new generation of young people who may not be familiar with the water crisis to learn about and take action to help those suffering.”

While much of the world has plentiful access to water, there is a global crisis in which 4,500 children die daily from preventable diseases caused by unsafe water and poor sanitation. Four of every ten people - 2.6 billion people - do not have access to even a simple pit latrine, and thus must defecate daily in plastic bags, buckets, open pits, agricultural fields and public areas for want of a private hygienic alternative. This also means no source of safe drinking water and no access to a protected well or spring within reasonable walking distance of their homes.

“After hearing and reading some of the startling statistics about the lack of clean water, I realized that I needed to bring attention to this issue,” stated Shawn “Jay-Z” Carter. “I know through joining with experts through the UN and partnering with MTV to bring the word to our communities, we can make a difference.”

Jay-Z will visit both untouched, devastated areas, as well as hopeful communities that have already received some aid - to demonstrate what attainable progress can be made. His journey will provide an emotional prism through which the audience can better understand this world crisis and ‘connect the dots’ for young people to take action in two ways:

1. **Help Abroad:** Support sustainable youth-led solutions highlighted in the show, such as solar-generated water pumps; water-test kits which test contaminated water for safe drinking; and the PlayPump, a children’s merry-go-round that pumps water from below ground. Some of the solutions will show that for as little as \$6 a person or less, a decade of clean drinking water can be provided to a child in need.
2. **Help at Home:** The special will encourage young people to take any of the twelve steps associated with *Break the Addiction*, MTV’s year-long campaign to engage young people to reduce our impact on global warming, one of the contributing factors that exacerbates the world water crisis.

To support *The Diary of Jay-Z: Water for Life*, there will be comprehensive educational outreach and Internet resources, including:

- **Think.mtv.com:** Starting in September, the website will feature a special section dedicated to this project, highlighting information from the UN on how the world water crisis impacts each of the countries on Jay-Z’s upcoming music world tour, and ways to take action at home and abroad.

- **Cable in the Classroom:** Through MTV's relationship with Cable in the Classroom, *The Diary of Jay-Z: Water for Life* and an associated lesson plan developed by the UN will be offered for free download for use by tens of thousands of teachers, K-12 educators and librarians in 80,000 schools in America. *The Diary of Jay-Z: Water for Life* will also be promoted through *Cable in the Classroom Magazine*, a monthly publication that reaches more than 430,000 readers.
- **UN Educational Resources:** In partnership with the UN Works Programme, UNICEF Voices of Youth and UNA-USA's Global Classrooms initiative, the UN will develop educational tools for use by public schools that lack effective teaching resources. The UN will present *The Diary of Jay-Z: Water for Life* and its accompanying resources as a model for teaching and learning about global issues at education conferences, seminars and workshops. The UN will also involve non-governmental organizations and youth networks in its educational outreach initiative featuring *The Diary of Jay-Z: Water for Life*.

#### ABOUT MTV

MTV has a 25 year history of educating young people on the domestic and global issues they care about most. *Think:* MTV is an ongoing initiative that helps young people address issues at home as well as those beyond America's borders, such as the fight against global warming and efforts to eliminate AIDS and extreme poverty in the world's poorest nations. In the last few years alone, MTV has joined U2's Bono and actor Chris Tucker and two American college students on a one-week journey to Africa to connect viewers to the AIDS crisis abroad; MTV also developed documentary specials to engage young people on how they can help child soldiers in the Congo, as well as help survivors in the aftermath of two global natural disasters in the Asian tsunami and the tragic earthquake in Pakistan. And in 2005, MTV joined actress and social activist Angelina Jolie and economist Dr. Jeffrey Sachs in their visit to a remote group of villages in Western Kenya to tell the hopeful story of how the residents there are lifting themselves out of extreme poverty.

#### ABOUT DIARY

*Diary* has been a part of MTV's schedule since the winter of 2000 and has been watched by tens of millions of people over the last six years. Offering a unique slant on the biographical series genre, the program documents the experiences of celebrities as they happen in the moment. Every subject narrates his or her *Diary*, which often provides an inside look at worlds rarely seen by our audience.

#### ABOUT THE UN WORKS PROGRAMME

The UN Works Programme develops co-branded media and educational outreach and online resources that put a human face on the world's most critical global issues. Initiatives have included a two year partnership with Discovery Communications Inc and UNESCO which highlighted cultural diversity; television and web based educational content with Animal Planet which focused on endangered species and a 10-part television series, "*What's Going On?*" for Showtime Networks that explored the lives of young

people in crisis. The documentary specials were hosted by UN Messenger for Peace Michael Douglas and UN Goodwill Ambassadors Angelina Jolie, Danny Glover and Susan Sarandon. Other celebrity hosts included Laurence Fishburne, Meg Ryan, Tim Robbins and Richard Gere. The series focused on issues such as HIV/AIDS, child labor; girls' education, poverty, landmines and the plight of refugees. The series received the American Library Association's 2005 award for most notable videos for Young Adults. In 2005, the UN Works Programme traveled with MTV host Gideon Yago for a *Diary* documentary special on the devastation caused by the earthquake in Pakistan.

#### ABOUT JAY-Z

Since 1995, Jay-Z and his Roc-A-Fella artists have dominated the rap industry and set the trends for a generation. Ten summers later, **Shawn "Jay-Z" Carter** has come to personify the new "American Dream" for millions the world over. Named President and CEO of **Def Jam Recordings**, in 2005, he is the founder and chairman of **Rocawear**, co-owner of the **NJ Nets**, and co-owner of skin care and beauty line **Carol's Daughter**. **Jay-Z** became the first non-athlete to enter into a major footwear co-venture with his **S. Carter** line for Reebok and in addition, continues his philanthropic work through his **Shawn Carter Scholarship Foundation**. Over his career, the multiple award winner has sold over 40 million albums and sold out arenas the world over.

MTV Networks, a unit of Viacom (NYSE: VIA, VA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 129 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these through its robust consumer products businesses and its more than 122 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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