



## MTV LAUNCHES BREAK THE ADDICTION CHALLENGE

### **Nationwide Eco-Competition Challenges High School and College Students to Demonstrate Environmental Changes in their Lives and Schools**

New York, New York – August 22, 2006 – MTV: Music Television announced today that on September 6, the network will launch the “Break the Addiction Challenge,” a nationwide eco-competition to challenge millions of high school and college-age youth to demonstrate environmental changes or actions in their own lives and in their schools. The Challenge is the next phase in Break the Addiction, MTV's year-long campaign and 12-step program launched on Earth Day 2006, to educate and empower young people to make daily choices that improve their life and simultaneously curb the impact of global warming and preserve our environment.

The Challenge is being launched at a time when young people are demonstrating a dramatic shift in how they view environmental issues. In an MTV/CBS News poll released in June, for the first time ever, young people named the environment as the number one response to the question "Which is the most important problem your generation will have to deal with?" Moreover, 81% of young people in the same poll say steps need to be taken *right away* to counter global warming.

"Whether it is concerns about hurricane Katrina, high gas prices, war or national security, young people are beginning to connect the dots between their daily behavior and the health of our environment," says Christina Norman, President of MTV. "Therefore, the timing couldn't be better to launch our Break the Addiction Challenge to ignite and reward this generation for the steps they are taking to better their own lives and save the planet."

The first part of the Break the Addiction Challenge will be “Break Your Addiction,” where young people can submit a video or essay entry between the dates of September 6 and October 20, 2006, demonstrating the most innovative ways they are incorporating any of the Break the Addiction 12 steps in their daily life and leading a more eco-friendly existence. The person with the most innovative entry will win a VIP trip for two to join Jay-Z in New York City to attend a special screening of *The Diary of Jay-Z: Water for Life*, an MTV documentary highlighting

Jay-Z's journey to personally witness the world's water crisis, a tragedy exacerbated by global warming.

The second part of the Challenge will be to “Break Your School's Addiction,” which will be conducted in partnership with Campus Climate Challenge, a project of 30 leading environmental and social justice organizations throughout the U.S. and Canada that have already worked with more than 300 high schools and colleges to assist them in their efforts to make their schools “greener.” MTV and Campus Climate Challenge will challenge young people with a Fall, Spring and Final Exam and reward them with the following:

- In the fall, MTV will choose five schools that have had articles in a campus newspaper, local or national daily newspaper, national news weekly magazine or local or national network television spot on an activity or set of activities that their student group has done or is planning on doing to stop global warming. The winners will be chosen randomly from all valid entries submitted between September 6, 2006 and December 15, 2006, and will receive a \$1000 grant for their local group to keep pursuing their efforts.
- In the spring, MTV will recognize two schools for achieving a 100% clean energy policy that was passed between September 6, 2006 and March 15, 2007. The two schools will be chosen randomly from all valid entries submitted between January 10, 2007 and March 15, 2007, and will be rewarded each winning group with \$5,000 to throw an MTV Break the Addiction eco-party.
- At the end of the year, MTV will challenge young people with a final exam and will honor the top high school or college that went the furthest and fastest to reduce their school's global warming pollution down to zero. Entrants will be judged on how well they educated and engaged the student body around global warming and solutions to this problem. Entries submitted between March 1, 2007 and March 15, 2007 will be reviewed by an esteemed panel of expert judges, and the grand prize winner will receive an eco-renovation valued at up to \$10,000 of their student lounge or other hang out space at their school as well as the chance to be featured in an MTV on-air news segment.

Specifics on the 12-step Break the Addiction campaign can be found at [www.think.mtv.com](http://www.think.mtv.com)

“Young people across the US and Canada are leading the way in the fight to stop global warming. We've started by demanding that our schools be powered by clean energy and become models of climate responsibility for the rest of society. This is about our future and we're focused on solutions,” said Jessy Tolkan, Campaign Director, Campus Climate Challenge. “By partnering with MTV for the Break the Addiction Challenge we'll be able to engage millions of young people in the defining challenge of our generation.”

The Campus Climate Challenge leverages the power of young people to organize on college campuses and in high schools across Canada and the U.S. to win 100% Clean Energy policies at their schools. The Challenge is growing a generation-wide movement to stop global warming, by reducing the pollution from our high schools and colleges down to zero, and leading our society to a clean energy future.

The MTV/CBS News poll included interviews conducted among 806 13 to 24 year- olds interviewed by telephone May 30 – June 9th, 2006. CBS News conducted the poll on behalf of MTV. Respondents were part of nationwide representative samples identified in households previously interviewed by CBS News Polls and from random-digit dial samples. The margin of error for this survey is +/- 4% points for results based on the entire sample.

***Break the Addiction is part of think MTV** - a vibrant community where young people get informed, connect to each other, express themselves and take action on the issues important to them, their community and their world. With the credo "Reflect. Decide. Do." **think MTV**, in partnership with almost 40 national and international organizations, enables young people to get involved in important domestic and international issues – such as education, sexual health, discrimination, the environment & natural disasters, and global affairs – through long-form documentaries, public service announcements, news segments, think moments, a comprehensive website and interactive forum at **think.mtv.com**, emerging media platforms, speaking engagements, and grassroots activities, materials and issue guides.*

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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