



**MTV ANNOUNCES RUTGERS AND CORNELL AS
GRAND PRIZE WINNERS IN *thinkMTV*'s
BREAK THE ADDICTION CHALLENGE**

**Winning Universities Receive MTV Eco-Renovation of Student Center
Worth Up to \$10,000 Each**

New York, NY April 19, 2007 – The results are in! MTV: Music Television today announced the two winners of their *Break the Addiction Final Exam*, which challenged college student groups across the country to submit evidence of educational activities as well as policy advocacy to reduce their school's global warming pollution. Rutgers University and Cornell University are the winners of an MTV eco-renovation for their student centers, a prize worth up to \$10,000 for each school, and also a special appearance on MTV's TRL on Monday, April 23. This challenge partnered *thinkMTV* with the Campus Climate Challenge, a project of 30 leading environmental and social justice organizations that work with hundreds of high schools and colleges to assist them in their efforts to make their schools greener. This *Final Exam* culminates the *Break the Addiction* challenge, a four-part extension of the *Break the Addiction* Campaign, empowering young people to take effective measures to curb global warming.

On Monday, April 23, representatives from both of the winning schools will be featured on TRL (3:30 pm ET). This special Earth Day TRL will feature an exclusive interview by MTV News Correspondent Sway Calloway with California Governor Arnold Schwarzenegger on Global Warming. TRL host Damien Fahey will also bring fans up to date with the *Break the Addiction* campaign, which will celebrate its Anniversary on Earth Day.

"This past year MTV research showed young people made a significant change in attitudes towards global warming, reporting for the first time ever that the environment was the number one issue their generation is going to face," said Ian Rowe, Vice President of Public Affairs and Strategic Partnerships for MTV. "The response to our *Break the Addiction Challenge* from colleges across the country is now beginning to show the significant change in behavior of young people coming up with solutions to the environmental challenge."

MTV also recently named the University of California – Santa Cruz and the University of Wisconsin – Madison as the winning schools of the *Break the Addiction Spring Assignment*, for passing a 100% clean energy policy on their campuses and each winning a \$5,000 MTV *Break the Addiction* party. Since September, *thinkMTV* has also recognized University of Massachusetts – Amherst, St. John's College, Southern

Methodist University, the University of Colorado – Boulder and James Madison University, among others, for their efforts in turning their campuses green.

Competing groups were judged based on how effective they were in getting their school to adopt policies to reduce their global warming pollution and to what extent the group conducted activities, educating and engaging their student body about global warming solutions. The panel of experts judging the challenge consisted of Dr. James Hansen, NASA Scientist; Dr. Jeffrey Sachs, Director, Earth Institute at Columbia University, Deb Rowe, President, U.S. Partnership for Education for Sustainable Development, Arthur Coulston, Digital Organizer for the Energy Action Coalition and Monika Sharma, Coordinator of Public Affairs and Strategic Partnerships for MTV.

At Rutgers University, members of NJPIRG (New Jersey Student Public Interest Groups) have been campaigning for new campus policy to cut Rutgers' global warming pollution 90% by 2050 and to begin now to incrementally hit that goal, starting with a university wide green lighting policy and one source of clean energy per campus by next fall. Thanks to the leadership of this group of students, Rutgers is holding a Solar Day the day after Earth Day to showcase solar technology and give out solar-powered smoothies. In the past, NJPIRG students hosted a screening of "An Inconvenient Truth" for 300 students, keynoted by Congressman Pallone who discussed his plans to fight global warming.

Cornell University student group KyotoNOW! launched their Beyond Kyoto! campaign, which set out to make Cornell climate neutral. Their efforts included a 4,700 student and 91 faculty member-signed petition demanding a carbon neutral campus. In addition to encouraging the University's President to sign the President's Climate Commitment, vowing to reduce the campus's emissions to zero, the group of 15 students was able to pass a referendum for a \$5 per semester increase on the University's student fees to go towards renewable energy. They also helped enact a week of awareness and action called Feel the Heat, including a day of service, educational events, a rally, film screenings and a lobby day at the state capital.

Break the Addiction is *thinkMTV*'s 12-step, 12 month campaign that 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. *thinkMTV* is 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 the world. With the credo "Reflect. Decide. Do." *thinkMTV*, 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 a comprehensive website and interactive forum at **think.mtv.com**, long-form documentaries, public service announcements, news segments, think moments, emerging media platforms, speaking engagements, and grassroots activities, materials and issue guides.

Campus Climate Challenge is a project of 30 leading environmental and social justice organizations throughout the U.S. and Canada that have already worked with more than 400 high schools and colleges to assist them in their efforts to make their schools greener. Campus Climate Challenge launched a week-long series of action, “Rising to the Climate Challenge: Visions of Our Future,” on January 29th in which student activists from more than 540 college and high school campuses demanded that their campus administrations enact clean energy policies as one solution to reducing the emission of greenhouse gases causing global warming. The week’s events included screenings of the acclaimed documentary, “An Inconvenient Truth”, as well as student-organized rallies, education forums and meetings with members of Congress to urge that the U.S. take a leading role in the fight against global warming.

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world’s leading creators of programming and content across all media platforms. MTV Networks, with more than 130 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 which are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services. The network also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

###

CONTACT:

Ricki Askin
MTV
212.846.7625

Ricki.Askin@mtvstaff.com

Michael Crawford
Campus Climate Challenge
202.247.0965.

michael@energyaction.net