

FOR IMMEDIATE RELEASE



**MTV FOLLOWS EXTRAORDINARY YOUNG VOLUNTEERS AS THEY DEDICATE THEIR SPRING BREAKS TO CAUSES AROUND THE GLOBE**

**MTV's Weeklong Alternative Spring Break to Highlight a Different Cause Daily During TRL March 19<sup>th</sup>-23<sup>rd</sup> at 3:30PM ET/PT**

**Week Culminates With Premiere of "The Amazing Break" Sunday, March 25<sup>th</sup> at 8 AM ET/PT**

New York, NY – March 8, 2006 – MTV: Music Television today announced a special week of programming dedicated to your not so typical Spring Break March 19<sup>th</sup>-23<sup>rd</sup>. Building on last year's successful debut, *thinkMTV's* Alternative Spring Break will feature daily news segments on extraordinary young people who strayed from the traditional spring vacation and opted to devote their time to an important global issue such as rebuilding the communities devastated by Hurricane Katrina, refurbishing parts of war-stricken northern Israel and addressing the controversy over America's death penalty. Each day during TRL (3:30 PM ET/PT), MTV News will follow a different group of students to various regions of the world and document their volunteer efforts. The week culminates with the premiere of "The Amazing Break," a 30-minute recap special hosted by MTV News Correspondent SuChin Pak on Sunday, March 25<sup>th</sup> at 8 AM ET/PT.

"From our Just Cause research, 70% of young people tell us they have a strong interest in activism and believe that helping their community – not bound by geography or family – is the right thing to do," said Ian Rowe, Vice President of Public Affairs. "Through Alternative Spring Break, we are proud to highlight just a few examples of young people taking their free time working to resolve important domestic and global issues."

This year's Alternative Spring Break programming will highlight:

**The Northern Israel Renewal Campaign**

Answering the needs of the Jewish homeland, the Jewish National Fund (JNF) is sending 250 college students and young adults to volunteer in northern Israel during their spring breaks to help with JNF's Northern Renewal Campaign. Thanks to the tremendous efforts of these unique young people, guest houses across the region – now suffering terrible economic losses from the war – will be full, forests cleared and replanted, environmental clean-up provided, bomb shelters refurbished and parks rebuilt.

**The Anti Death Penalty March**

Students from the University of Texas at Austin and other various schools around the country travel to Texas, the state where 55% of all of executions within the United States took place in 2006, to take part in a 5 day organized program surrounding anti-death

penalty. Participating young people will rally at the State Capitol and be trained in lobbying, preparing a direct action and media relations – skills they can use to go back home and set up new anti-death penalty student organizations or improve ones that may already exist.

### **Inner City Kids “Break the Addiction”**

Students from Rice University spend their week at Camp Campbell, an outdoor science school for 5<sup>th</sup> and 6<sup>th</sup> grade inner city students to learn hands-on about adaptation, the ecosystem, conservation, interdependence, community, niche, cycles and environment ethics. More than 75 elementary schools participate, half of which qualify for Title I status and most of which have had little to no exposure to life outside of a city. The students are featured as part of *thinkMTV*'s year-long Break the Addiction campaign, designed to engage, educate and empower millions of young people to take simple, daily actions that can have measurable impact in the fight against global warming and preserve our environment.

### **Hurricane Katrina Relief Continues**

*thinkMTV* reunites with the United Way to continue the refurbishing of regions still struggling to recover from the extensive damage caused by Hurricanes Katrina and Rita. Volunteers from across the country join forces to rebuild communities in Lake Charles, Louisiana and we journey to New Orleans where Habitat for Humanity brings students together to rebuild New Orleans' Musician's Village.

Viewers can log onto [www.think.mtv.com](http://www.think.mtv.com) for resources on international and national Alternative Spring Break programs and local service projects and clips from last year's programming.

*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 their 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, politics, 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, 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.

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