

March 2, 2017

MTV and #SeeHer Kickoff Women's History Month with A Woman Did That Initiative Beginning Saturday, March 4

NEW YORK--(BUSINESS WIRE)-- MTV and the Association of National Advertisers (ANA) will kickoff Women's History Month with the *A Woman Did That* programming initiative to help build awareness for the #SeeHer campaign and rally fans around the movement to accurately portray women and girls in media by the year 2020.

Beginning at 8:00 p.m. ET on Saturday, March 4, and concluding at 6:00 p.m. ET on Sunday, March 5, #SeeHer and MTV will spotlight groundbreaking females and their achievements across business, culture, entertainment, music, science, sports and technology, with highlight packages and trivia segments illuminating interesting historical facts and issues that women have faced. The campaign will extend across MTV's digital and social platforms including its Snapchat Discover channel with Women's History Month editorial content highlighting powerful and pioneering women.

Featured women will include:

- | **Amani Al-Khatahtbeh:** Muslimgirl.com founder and author of *Muslim Girl: Coming of Age*
- | **Keiana Cave:** University of Michigan student, entrepreneur, creator of STEM start-up MARE, and multiple patent holder
- | **Laurie Hernandez:** Olympic Gold Medalist and *New York Times* best-selling author
- | **Lucy Jones:** Fashion designer, creator of the Seated Designs collection, exclusively developed for the disabled, and 2016 Forbes 30 under 30 honoree
- | **Rihanna:** Multiple Grammy Award winning musician, actress, and 2017 Harvard University Humanitarian Award recipient
- | **Gina Rodriguez:** Actress, anti-bullying advocate, member of the Hispanic College Fund Board of Directors, and #MovementMondays Instagram inspiration poster

Click here to view the [Laurie Hernandez](#) and [Lucy Jones](#) spotlight packages (embed codes below).

"The ANA is fully committed to the #SeeHer initiative, and we are extremely proud to lead this movement for our industry. Raising awareness of #SeeHer and our mission to promote more accurate representation of all women and girls in media through *A Woman Did That* programming during Women's History Month is a pivotal step for us," said Bob Liodice, ANA CEO.

"Viacom is thrilled to partner with the ANA Alliance for Family Entertainment (AFE) on this important initiative, and I'm personally very passionate about advancing the #SeeHer movement," said Amy Hyland, executive vice president of Viacom Marketing and Partner Solutions. "*A Woman Did That* is the perfect message to engage MTV fans around #SeeHer, and we know this is just the beginning of Viacom's commitment to this cause."

"We are honored to bring the #SeeHer campaign to life on MTV and use the power of our platforms to inspire our audience with these women's stories of ingenuity, perseverance, and success," said Robyn DeMarco, executive vice president of programming and content strategy at MTV.

A Woman Did That programming embodies what #SeeHer represents," added Gail Tifford, co-founder of #SeeHer and vice president, media and digital engagement at Unilever North America. "We are delighted to work with MTV and demonstrate to our industry how content creators and marketers can work together to support such an important social issue."

"This programming is highly inspirational and these segments give us the opportunity to amplify #SeeHer to a very powerful audience," said ANA AFE Chair Stephen Quinn. "We are extremely proud of this partnership and look forward to creating more programs together."

The #SeeHer movement is spearheaded by the ANA, the largest marketing and advertising association in the United States. The #SeeHer initiative was launched in 2016 by ANA subcommittee Alliance for Family Entertainment, the industry's

foremost advocate for sophisticated, realistic, family-themed content on traditional and digital platforms.

#SeeHer's mission is to lead a movement to accurately portray all women and girls in media so that by 2020 they see themselves reflected as they truly are. 2020 is the 100th anniversary of women gaining the right to vote.

A Woman Did That is MTV parent company Viacom's first campaign in support of the #SeeHer mission. Additional programs will roll out throughout the year across Viacom's suite of brands.

Laurie Hernandez Spotlight Embed Code: < div style="width: 520px; background-color: #000;" > < div style="padding: 4px;" > < iframe src="<http://media.mtvnservices.com/embed/mgid:arc:video:mtv.com:2d79f469-dac7-49a2-a7a5-9b554d679184>" width="512" height="288" style="border: 0;" allowfullscreen > < /iframe >

Lucy Jones Spotlight Embed Code: < div style="width: 520px; background-color: #000;" > < div style="padding: 4px;" > < iframe src="<http://media.mtvnservices.com/embed/mgid:arc:video:mtv.com:31ed7c00-28fa-4715-baeb-4e097bacd51a>" width="512" height="288" style="border: 0;" allowfullscreen > < /iframe >

About the #SeeHer Initiative

Despite the strides made to accurately portray women and women in the media, an unconscious bias persists against women and girls in advertising, media, and programming. The Association of National Advertisers (ANA) Alliance for Family Entertainment (AFE) launched the #SeeHer initiative in June 2016 in a joint partnership with The Girl's Lounge, after the White House announced the elimination of gender bias in media as critical to the nation's future. The #SeeHer Initiative mission is to accurately portray all women and girls in media by 2020, the 100th anniversary of women winning the right to vote. For more information, visit www.SeeHer.com, follow us on Facebook, Twitter and Instagram.

About the Association of National Advertisers (ANA)

The ANA (Association of National Advertisers) provides leadership that advances marketing excellence and shapes the future of the industry. Founded in 1910, the ANA's membership includes more than 650 companies with 10,000 brands that collectively spend over \$250 billion in marketing and advertising. The ANA also includes the [Business Marketing Association](#) (BMA) and the [Brand Activation Association](#) (BAA) which operate as divisions of the ANA. The ANA advances the interests of marketers and promotes and protects the well-being of the marketing community. For more information, visit www.ana.net, follow us on [Twitter](#), or join us on [Facebook](#).

About the ANA Alliance for Family Entertainment (AFE)

The ANA AFE is a coalition of national advertisers with more than 850 family brands, whose members represent \$35-plus billion of U.S. television ad spend. The group's mission is to find, nurture, and support high-quality content the entire family can enjoy on multiple distribution platforms. In 2016 the AFE expanded its mission to include gender equality through its #SeeHer initiative. For more information see www.SeeHer.com and www.anaafe.net.

About MTV

MTV is a global youth culture brand inspired by music. For more information, check out mtvpress.com. MTV is a unit of Viacom Inc. (NASDAQ: VIAB, VIA).

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