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Nickelodeon Launches New Pro-Social Initiative: Nickelodeon HALO Movement

Year-Round Program Celebrates Kids Who Are Helping and Leading Others

Key Club and DoSomething.org to Award Nickelodeon HALO Grants to Kids and Service Projects

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NEW YORK--(BUSINESS WIRE)-- As part of [Nickelodeon's](#) commitment to recognize real kids who are making a difference in the world, the network is launching the [Nickelodeon HALO Movement](#), a new year-round pro-social initiative celebrating kids who are helping and leading others (HALO). Beginning this month, Nickelodeon is teaming up with longstanding volunteer partners Key Club and DoSomething.org to mobilize kids to participate in service projects, for the opportunity to receive seed grants or scholarship funds for school. WeHALO.com provides information on how to participate in the *Nickelodeon HALO Movement* and apply for HALO grants through [Key Club](#) and DoSomething.org.

As part of the *Nickelodeon HALO Movement*, Key Club, a student-led volunteer organization sponsored by Kiwanis International, will provide its members with opportunities to participate in service projects that can be submitted for a chance to receive seed grants to further support their cause. DoSomething.org, the largest tech platform for young people and social change, will select monthly scholarship winners who participate in and complete their campaigns.

On WeHALO.com, the digital hub for the *Nickelodeon HALO Movement*, users can submit videos, photos or notes showing how they are helping and leading others, for the opportunity to be featured on the site. WeHALO.com also provides tips and information on ways to get involved in the community and allows users to share their HALO moments using #WeHALO.

The *Nickelodeon HALO Movement* builds on the *HALO Awards*, an annual concert event honoring young community leaders, and *The HALO Effect*, the 2016 docu-series that gave viewers an in-depth look into the inspirational stories of teens who are eager to share the issues important to them.

Nickelodeon, now in its 38th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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