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## Nickelodeon International and KidsRights Join Forces to Spotlight Kids Around the World Making Positive Change in Their Communities

**#KidsCan Campaign Will Air Across Nickelodeon's International On-Air and Digital Platforms in 170+ Countries**

**Social tag: #KidsCan**

NEW YORK--(BUSINESS WIRE)-- Nickelodeon International today in partnership with KidsRights Foundation launched #KidsCan, an international campaign that spotlights the stories of nine International Children's Peace Prize winners and nominees from around the globe who are creating positive change in their communities.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20180402005272/en/>



(Graphic: Business Wire)

via social media using #KidsCan. Visitors can take a "How Can You Help Others?" personality [quiz](#) that enables kids at home to interact with each changemakers' inspiring stories. Visitors will also be directed to KidsRights' changemaking [platform](#) where children from all over the world virtually come together. They will find tips on how to make change at home, promote their actions, support others' actions and learn more about children's rights.

"These nine winners and nominees of the International Children's Peace Prize are true changemakers. They have on countless occasions demonstrated their ability to inspire children around the world and help them achieve positive change in their communities," said Marc Dullaert, Founder and Chairman of KidsRights. "Through this special joining of forces between KidsRights and Nickelodeon, we offer them a megaphone to share their inspiring stories with an even wider

As the next iteration of Nickelodeon's international Together for Good initiative, Nickelodeon platforms will air profiles on each #KidsCan changemaker to educate young people about children's rights and empower them to become changemakers themselves. New profiles will air monthly from April through December, highlighting remarkable children such as International Children's Peace Prize recipient Chaeli Mycroft, a South African disability activist who started a campaign to provide equipment, physical therapy and support programs to thousands of children with disabilities.

"Nickelodeon is extremely proud to partner with KidsRights as we celebrate young people making the world a better place, one project at a time," said Bradley Archer-Haynes, Vice President, Corporate Social Responsibility, Nickelodeon International. "Kids everywhere have the power to make a difference, regardless of age or location. We wanted to provide a platform to help amplify their stories, while pointing to resources that help young people remember they can do anything."

#KidsCan profiles will also be housed on the Together For Good campaign [hub](#) and regional Nickelodeon websites, and shared

audience."

Featured #KidsCan changemakers address various topics in their communities ranging from environmental sustainability to child labor issues, homelessness and more. They span a large part of the globe, from South America and Europe to the Middle East and Africa:

- | **Colombia** - *Michael Steven Uribe: 2017 Peace Prize nominee focused on peace initiatives using performing arts.*
- | **India** - *Om Prakash: 2006 Peace Prize winner focused on child labor issues.*
- | **The Netherlands** - *Fahima Elmi: 2017 Peace Prize Nominee focused on child homelessness.*
- | **Philippines** - *Kesz Valdez: 2012 Peace Prize winner focused on child healthcare.*
- | **Poland** - *Tymon Radzik: 2017 Peace Prize finalist focused on child government participation.*
- | **South Africa** - *Chaeli Mycroft: 2011 Peace Prize winner focused on children with disabilities.*
- | **Syria** - *Mohamad Al Jounde: 2017 Peace Prize winner focused on children refugees and education.*
- | **United Arab Emirates** - *Kehkashan Basu: 2016 Peace Prize winner focused on environmental sustainability.*
- | **Not Yet Announced 2018 Peace Prize Winner** - *Stay tuned using the information below to find out who wins.*

To find out when each profile will air and learn more about #KidsCan, tune into your local Nickelodeon channel, follow your country's local Nickelodeon social platforms and visit [www.nick.tv/together-for-good](http://www.nick.tv/together-for-good).

Together For Good, launched in 2015, is Nickelodeon's international initiative to empower kids to make positive changes in the world around them. The initiative serves as Nickelodeon's international platform to inspire its audiences to get involved in their communities, provide the resources and education to get the job done and celebrate the impact they are making every day.

### **About Nickelodeon**

Nickelodeon, now in its 38<sup>th</sup> year globally, 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 special events, consumer products, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

### **About KidsRights**

KidsRights is an international non-governmental organization that promotes the wellbeing of very vulnerable children across the world and advocates the realization of their rights. KidsRights supports children by commanding global attention for the realization of children's rights and acting as a catalyst to ignite change, together with children and youths. They support this with research and action. In order to gain insight into the status of children's rights, KidsRights frequently conducts research. The foundation also finances local projects aimed at directly improving the rights of vulnerable children and stimulating child participation and change-making by youths.

The International Children's Peace Prize is awarded annually to a child who fights courageously for children's rights. Every year, the message of the new young winner has enormous impact and demonstrates to millions of people globally that change is possible. In 2018 the prize will be awarded for the 14th consecutive year. Previous winners include Nkosi Johnson, who fought for the rights of children with aids, and Malala Yousafzai, who won the International Children's Peace Prize in 2013 before winning the Nobel Peace Prize in 2014.

Please visit their website to find out more about KidsRights: [www.kidsrights.org](http://www.kidsrights.org).

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