

Nickelodeon To Celebrate 10th Annual Worldwide Day Of Play With Flagship Event In Brooklyn's Prospect Park On Sept. 21

Network Partners with the City of New York and More than 30 National Organizations For Week-Long City-Wide Health and Wellness-Themed Celebration Featuring Activities and Games for Kids and Families

NEW YORK, Aug. 20, 2013 /PRNewswire/ -- [Nickelodeon](#) today announced plans to celebrate its 10th annual Worldwide Day of Play (WWDOP) health and wellness initiative with a signature event on the Nethermead in Brooklyn's Prospect Park on Saturday, Sept. 21. This year's WWDOP event will feature more than 30 national and local partner organizations, including, the NFL, NBA, USTA, Boys & Girls Clubs of America and YMCA of Greater NY, among others. Leading up to WWDOP, Nickelodeon will also partner with NYC & Company to host health and wellness-themed public events across the city in iconic locations, beginning Monday, Sept. 16. Locations include the Intrepid Sea, Air and Space Museum and Union Square. The full details and locations of all events will be updated regularly in the coming weeks on www.nick.com/play.

"We are incredibly excited to commemorate our milestone, 10th anniversary Worldwide Day of Play celebration in New York City, one of the greatest cities in the world and home to our corporate offices," said Marva Smalls, Executive Vice President of Public Affairs and Administration, Nickelodeon Group. "Over the past 10 years, Nickelodeon has been at the forefront of addressing health and wellness issues with our audience. With our Worldwide Day of Play signature event, kids around the globe will connect to activities and organizations that will aid them in adopting healthy and active lifestyles."

Nickelodeon's WWDOP in Prospect Park will be a free, ticketed event offering an entire day of activities and games for kids and their families, including football and tennis drills, dance, stepping and double dutch, as well as arts and entertainment to encourage active and healthy lifestyles. The network and its prosocial partner organizations*— including, Girl Scouts, National Parks Foundation and Police Athletic League, — along with the New York Road Runners, the ASPCA®, Big Brothers Big Sisters of NYC, Association of Children's Museums, will be at the Nethermead in Brooklyn's Prospect Park on Sept. 21 from 10:00 a.m. to 4 p.m. (ET). Additional partners will be announced on www.nick.com/play.

In the week leading up to WWDOP, Nickelodeon and NYC & Company--the city's official marketing, tourism and partnership organization--will host public events in iconic locations across the city. For example, Nickelodeon and Zumba Fitness will host a "Bring Your Kids to Workout" event at the Intrepid Sea, Air and Space Museum. Also, Nickelodeon will partner with Art of Stepping, JumpLife, National Double Dutch League, Afterschool Alliance and others, to help kids warm up for WWDOP in Union Square Park and Brooklyn Bridge Park. In addition, Nickelodeon's non-profit and educational partners will also host activities and events at dozens of grassroots locations such as schools, recreation centers and parks in all five boroughs.

For information on ticketing, kids and families can visit www.nick.com/play. Tickets are required and will be available on a first come first serve basis beginning Aug. 26. The www.nick.com/play site also will include specifics about the WWDOP event in New York City, such as location information, activity schedules, additional partner events and resources to help families plan their own day of play. A mobile version of the WWDOP site will also be available, through m.worldwidedayofplay.com. For real-time updates on WWDOP activities, parents can visit www.facebook.com/NickBigHelp or follow @NickTheBigHelp and @NickelodeonTV on Twitter.

As it has since 2004, Nickelodeon will suspend programming on WWDOP across all of its TV channels—Nickelodeon, Nick Jr., Nicktoons and TeenNick— and websites from 12 p.m. to 3 p.m. (ET/PT). urging kids to "get up, go outside and play." Millions of kids and families across the U.S. and worldwide are expected to participate in thousands of events in dozens of countries.

Worldwide Day of Play is part of Nickelodeon's *The Big Help* health and wellness efforts and continues the network's legacy of promoting positive health and wellness messages to its viewers. *The Big Help* includes grants programs that help fund fitness and nutrition programs in local communities across the U.S., public service announcements, a dedicated website that provide kids with more information on ways they can get healthy, games and more. Through Nick's health and wellness efforts over the past 10 years, millions of kids have pledged to get healthy.

Nickelodeon's 10th annual Worldwide Day of Play is nationally sponsored by *Birds Eye*®, Burlington, United States Tennis Association and Visit California.

Nickelodeon, now in its 34th 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, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 18 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, VIA.B).

*** NICKELODEON'S 10th ANNUAL WORLDWIDE DAY OF PLAY PARTNERS**

Afterschool Alliance

The ASPCA (The American Society for the Prevention of Cruelty to Animals)

Association of Children's Museums

Art of Stepping™

Big Brothers Big Sisters of New York City

Bike New York

Boys & Girls Clubs of America

Girls on the Run NYC

Girl Scouts of the USA

Harlem RBI

Kid Tribe

Kiwanis International

Let's Move! Active Schools

National Double Dutch League

National Football League — NFL Play 60

National Hockey League

National Parent Teacher Association

National Park Foundation

New York Red Bulls

New York City Department of Parks & Recreation

NYC & Company

New York City Department of Education

New York Road Runners

Police Athletic League, Inc.

President's Council on Fitness, Sports and Nutrition

Professional Golfers' Association of America

Safe Routes to Schools

Save the Children World Marathon Challenge

United States Paralympics

USA BMX

USA Ultimate

Verizon FiOS

YMCA of Greater New York

Zumba® Fitness

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