

Nickelodeon's *The Big Help* Partners with the President's Challenge Program for "Million PALA Challenge"

Nick's Big Time Rush to Star in Series of PSAs Encouraging Kids to Take the PALA Challenge and Embrace an Active Lifestyle

NEW YORK, June 6, 2011 /PRNewswire via COMTEX/ --

Nickelodeon's [The Big Help](#) today announced a new partnership with the President's Challenge, the premier program of the President's Council on Fitness, Sports and Nutrition to help promote the Presidential Active Lifestyle Award (PALA) Challenge - the "Million PALA Challenge." The goal of the "Million PALA Challenge" is to encourage 1 million or more Americans to sign up for and achieve the Presidential Active Lifestyle Award between now and September.

"We are excited to support the President's Council on Fitness, Sports and Nutrition on this important initiative," said Marva Smalls, Executive Vice President, Public Affairs Nickelodeon/MTVN Kids and Family Group. "Our partnership with the President's Challenge program to encourage participation in the PALA Challenge is part of our ongoing commitment to empower kids and families to live healthier lifestyles. We look forward to connecting kids and families with the PALA Challenge on-air and online all summer long."

The "Million PALA Challenge" was launched by the President's Council and First Lady Michelle Obama last fall and aims to activate more than 1 million kids and adults to jumpstart or maintain a healthy lifestyle by engaging in moderate to intense physical activity for 60 minutes a day, five days per week over six weeks for kids, and 30 minutes a day over the same period of time for adults.

"It's important to find new and fun ways to motivate kids, families and communities to get active and eat more nutritious foods," said Shellie Pfohl, executive director of the President's Council on Fitness, Sports & Nutrition. "We are proud to be involved with Nickelodeon's *The Big Help* to spread this crucial message."

Nickelodeon's *The Big Help* will support the PALA Challenge with an on-air and online campaign that will encourage kids to get up and get active. The network will roll out a series of PSAs on-air beginning June 6 featuring Big Time Rush, stars of Nickelodeon's hit live-action comedy series of the same name, encouraging kids to sign up to take the challenge; and giving them tips on fun and easy activities they can do. Online, the PALA Challenge will be featured in a dedicated section of [The Big Help](#) site where kids can download the Challenge log to record their daily activities and get suggested activities they can complete. Kids who complete the six-week challenge will earn exclusive Big Help virtual rewards, Nick points and receive a signed certificate from President Barack Obama acknowledging their achievement once they submit their activity logs at www.presidentschallenge.org.

In addition to the PALA Challenge, Nickelodeon will encourage kids to embrace a healthy and active lifestyle with its eighth annual Worldwide Day of Play (WWDP) on Sept. 24 when network hosts an entire day of activities and games for kids and their families in Washington, D.C. Additionally, [Nickelodeon](#) will once again suspend all programming from noon to 3 p.m. on WWDP to emphasize the importance of getting up and getting active. Last year, First Lady Michelle Obama appeared on Nickelodeon to officially turn the channel off in celebration of WWDP. Nickelodeon has an ongoing partnership with the First Lady's nationwide [Let's Move!](#) campaign, which aims to solve the problem of childhood obesity.

Nickelodeon's *The Big Help* is a global, multiplatform pro-social initiative designed to empower kids to take action on issues that are important to them. The campaign focuses on four key issues- health and wellness, education, community service, and the environment,- and aims to connect kids with tools and information to help them become positive agents of change in their communities. For more information about Nickelodeon's health and wellness efforts or to get more information about this year's Worldwide Day of Play visit <http://www.nick.com/thebighelp>.

The President's Council on Fitness, Sports and Nutrition (PCFSN) promotes healthy lifestyles through fitness, sports and nutrition programs and initiatives that educate, engage and empower all Americans. PCFSN is a committee of volunteer citizens appointed by the President who serve in an advisory capacity through the Secretary of Health and Human Services. For more information about PCFSN, visit www.fitness.gov. For more information about the President's Challenge Physical Activity and Fitness Awards Program or the Presidential Active Lifestyle Award, visit www.presidentschallenge.org.

Nickelodeon, now in its 32nd 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 16 consecutive years. For more information or artwork, visit nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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