

MTV Latin America, Population Media Center And The United Nations Population Fund Launch Multiplatform Campaign SexySex To Empower Young People On Sexual Health And Violence Prevention

Innovative Campaign reinforces "Ultimo Ano's" objective of creating awareness around unprotected sex and domestic violence through celebrity-driven PSAs and a Digital Destination That Provides Methods of Prevention and Local Counseling Services across Latin America

Tune-in to "Ultimo Ano" Monday-Thursday at 7pm, and get informed on your SexySex today!

MIAMI, Dec. 3, 2012 /PRNewswire/ -- [MTV Latin America](#), Population Media Center and the United Nations Population Fund (UNPF) expand the social efforts of the network's new novela, "[Ultimo Ano](#)" with the launch of the [SexySex](#) campaign. The new initiative encourages young people to get informed on the issues of sexual health and domestic violence, while providing a call-to-action. The multi-faceted campaign includes PSA's featuring cast leads, sexual health trivia powered by [StayTeen.org](#) and an engaging digital destination that includes video clips and exclusive photos from the novela along with available methods of prevention and accessible [counseling services](#) throughout Latin America.

"Ultimo Ano" introduces a first-ever initiative for MTV Latin America, uniting network writers and researchers from *Population Media Center* (PMC) to produce entertainment-education content, where characters were developed to evolve into role models for the audience, encouraging the adoption of healthier behaviors to benefit individuals and their societies. The new campaign aims to reduce the alarming statistics around teen pregnancy, sexual health, STDs and HIV/AIDS, domestic violence and child abuse among Latin American youth.

"Social responsibility is always at the forefront of our brand, and our content continues to serve as a credible and valuable space to engage, educate and help shift the mindset of Latin American Youth," said Mario Cader-Frech, VP of Public Affairs for Viacom International Media Network's — The Americas. "In Colombia, women are experiencing domestic violence at a rapid rate and 1 in 5 births are a result of teen pregnancy - it's our duty to empower young people with the right tools and resources to experience a more positive adolescence."

"Population Media Center is excited about the success of 'Ultimo Ano,' and this unique private-public partnership with MTV, to create a telenovela and website that not only engages viewers but also brings real social issues to the center of the conversation between characters and audiences alike. 'Ultimo Ano' has brought important issues like domestic violence, teen pregnancy, STD prevention, safe sex, healthy relationships, and cyberbullying to the surface, and our accompanying website SexySex provides audiences with real life information and resources on the issues addressed in the novela. Audience's throughout Latin America are commenting and writing about the impact and relevance of the social issues raised in the novela." Katie Elmore Mota, Vice President for Communications and Programs, Population Media Center.

"Few young people receive adequate preparation for their sexual lives. This leaves them potentially vulnerable to coercion, abuse, unintended pregnancy and sexually transmitted infections (STIs). The case of Mexico reflects what is happening in many other Latin American countries: one in four adolescents experience unmet needs for modern contraception and only 38% of adolescents use condoms in their first sexual experience," Diego Palacios Jaramillo. "UNFPA Mexico welcomes 'Ultimo Ano' as a meaningful effort to provide young people with knowledge and useful references to make informed decisions about their sexuality and enable them to avoid unwanted pregnancies, improve their sexual and reproductive health and protect themselves against STIs, including HIV." He added.

Set in the world of adolescence, and driven by a conniving foreign exchange student who tries to deceive and manipulate the lives of his new host family and friends. Martin, an apparently ideal teenager, arrives at an elite school as part of a student exchange program. He lives with Benjamin, a popular kid who takes him under his wing and transforms him into his best friend. Both fall in love with the same girl. And mistrust develops, when a conniving Martin steals his friends, his popularity and his entire life. Faced with disbelief from family and friends, Benjamin begins to wage a solitary battle at unmasking the real Martin. Series is produced by Argos Productions.

Viacom International Media Networks The Americas, a unit of Viacom Inc. (NYSE: VIA, VIA.B), owns and operates the company's portfolio of entertainment brands which include MTV, Nickelodeon, Comedy Central, VH1, and their respective properties in Spanish speaking Latin America as well as Viacom Networks Brazil. Additionally, the portfolio includes Tr3s: MTV, Musica0020y Mas in the US, which targets a broad US Hispanic audience, and MTV Networks International's programming partnerships in Canada with Corus Entertainment for Nickelodeon and CTV Globe Media for MTV, Comedy Central and Vh1. The company's emerging multiplatform businesses include RED Viacom with 20 Music, Kids & Family, Tweens, Gamers and Entertainment websites as well as the high definition offer with MTV Live HD, NickelodeonHD and VH1HD throughout Latin America. VIMN The Americas also serves the growing number of digitally connected consumers via its websites: [mtvla.com](#), [mundonick.com](#), [comedycentral.la](#), [comedycentral.com.br](#), [vh1la.com](#), [vh1brasil.com.br](#), [tr3s.com](#), [mtv.ca](#) and [nickcanada.com](#) as well as through its broadband and community sites: [mtvrevolution.com](#), [mundonick.com/nickturbo](#), [mtvmusica.com](#), [neopets.com](#) and [mtvdemo.com](#).

Population Media Center uses entertainment media to change cultural attitudes and individual behavior with regard to health and social issues. To achieve this, PMC uses long-running serialized melodramas written and produced in participating countries by local people in local languages. Characters are created that gradually evolve into positive role models for the audience. The emotional bonds that the audience forms with the characters and stories help inspire audiences to make positive changes in their lives. PMC's serial dramas have addressed issues such as: the use of family planning, reproductive health, avoidance of AIDS, elevation of women's status, protection of children, and related social and health goals, depending upon the relevance of each to the policies of the country in which PMC is working. PMC has now worked in 27 countries. Scientific research has shown that PMC's programs lead to population-wide behavior change.

SOURCE MTV Latin America

News Provided by Acquire Media