

More Than 50,000 Kids and Families Join Nickelodeon for 10Th Annual Worldwide Day of Play Celebration

Nick's Annual Health and Wellness Event Gets Young People Up and Moving at Thousands of Activities in 50 States and Six Countries

NEW YORK, Sept. 21, 2013 /PRNewswire/ -- Nickelodeon's celebration today of its 10th annual Worldwide Day of Play (WWDOP) drew more than 35,000 kids and families to the Nethermead in Brooklyn's Prospect Park, in addition to the thousands more who attended local events throughout the country and abroad all week long. In addition to those assembled in Brooklyn's Prospect Park, more than 15,000 people also attended nearly 4,000 local events across the US and globally, including countries like Japan, Portugal and Turkey, to celebrate WWDOP.

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(Photo: <http://photos.prnewswire.com/prnh/20130921/NY84125-b>)

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This year's WWDOP signature event was 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. The fun-filled event also featured a special concert performance from Big Time Rush and breakout star Ariana Grande. Worldwide Day of Play is part of Nickelodeon's health and wellness efforts and continues the network's legacy of promoting positive messages to its viewers. Through Nickelodeon's health and wellness efforts over the past 10 years, millions of kids have pledged to get healthy.

Additionally, Saturday, Sept. 21, 2013 was declared "Day of Play" in New York City by Mayor Michael Bloomberg. In making the proclamation, the Mayor noted his appreciation, "of Nickelodeon's continuing effort to promote health and wellness among children". His proclamation also stated, "Thanks to participating schools, parks and recreations centers across the five boroughs, kids and families...have had the chance to learn more about the importance of leading an active lifestyle."

Joining the musical stars at this year's celebration were NBA superstar Brook Lopez, as well as some of Nickelodeon's most popular stars and animated characters, including casts of *Sam & Cat*, *The Haunted Hathaways* and *Instant Mom* along with SpongeBob SquarePants, Dora the Explorer and The Teenage Mutant Ninja Turtles.

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).

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