

## Nickelodeon Launches "The Halo Effect," New Pro-Social-Themed Series Highlighting Teens Who Are Helping and Leading Others

Original Docu-Series Executive Produced by Nick Cannon's NCredible Entertainment and Morgan Spurlock's Warrior Poets Premieres January 2016

\*Art is available at [www.nickpress.com](http://www.nickpress.com)

NEW YORK--(BUSINESS WIRE)-- Nickelodeon is announcing the debut of *The HALO Effect*, a brand-new docu-series that profiles in every episode a young activist who is making a positive change in his or her community and inspiring others to do the same. Each 30-minute episode will focus on a teen taking on issues ranging from poverty, to helping military families, to the environment. Premiering January 2016 on Nick, the monthly series is executive produced by Nick Cannon's NCredible Entertainment and Morgan Spurlock's Warrior Poets.

*The HALO Effect* series, which will be hosted by Sydney Park (*Instant Mom*), builds upon the network's successful pro-social initiative of the same name and the annual *HALO Awards* concert special (airing this year on Nov. 29 at 7 p.m. [ET/PT]). *The HALO Effect* aims to inspire kids and teens to be active leaders in their communities by offering an insider's look at the personal stories of individuals who have been inspired to give back. Each episode will be capped by the profiled teen kicking off a "HALO Effect Challenge," an action or activity encouraging viewers to become a part of the HALO movement by giving them ways to Help and Lead Others (HALO) in their own communities.

"*The HALO Effect* is another pro-social platform letting our audience connect to the issues they care about and to the work of friends and peers who are actively improving their communities," said Marva Smalls, Executive Vice President, Public Affairs, and Chief of Staff, Nickelodeon. "Together with our monthly grants program and annual HALO Awards Thanksgiving concert event, the HALO Effect TV series will provide a window in to how central the idea of 'Helping and Leading Others' is to today's generation of kids and young adults."

The first teen featured in *The HALO Effect* will be Jessica Collins, a 16 year-old from Shelbyville, KY. At the age of 10, she was inspired by the film *The Blindside*, and the realization that there are kids who don't have a bed, to create "A Place to Sleep." With the help of her church, family and the generous contributions of local residents who donate funds, beds and their time, this non-profit organization has provided more than 700 families with bed frames, mattresses and bedding.

*The HALO Effect* host Sydney Park is best known for her role as Gabby Phillips on Nickelodeon's primetime series *Instant Mom* and *One Crazy Cruise* TV movie. She can next be seen in the upcoming independent feature film *The Standoff*.

*The HALO Effect* series builds upon Nickelodeon's off-channel prosocial year-round initiative of the same name, which launched in 2013 and recognizes one deserving teen every month for their work to help and lead others in the community. To date, more than 20 teens across the country have been honored and have received more than \$100,000 in grants to fund their non-profit organizations.

*The HALO Effect* is executive produced by Nick Cannon and NCredible Entertainment, as well as Morgan Spurlock, Richard Arlook, Jeremy Chilnick and Ethan Goldman of Warrior Poets.

Nickelodeon, now in its 36<sup>th</sup> 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 film offerings. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 20 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, VIAB).

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