



**NICKELODEON ANNOUNCES FIRST-EVER ANIMATION SCHOLARSHIP PROGRAM IN PARTNERSHIP WITH GET SCHOOLED TO AWARD ONE TALENETD YOUNG ANIMATOR A \$25,000 SCHOLARSHIP**

**Global Animation Scholarship Program Opens This Spring for Young Storytellers**

**Los Angeles, Calif.,-(March 10, 2015)-** [Nickelodeon](#) has partnered with [Get Schooled](#), a national non-profit co-founded by the Bill & Melinda Gates Foundation and Viacom, to award one skilled and innovative animator with a \$25,000 scholarship by creating an original animated short. This partnership marks the first-ever animation scholarship program between the two organizations, which will help elevate and support the brightest up and coming animators by giving an opportunity to submit their story.

“With a rich history of championing artist-driven shows and shorts, Nickelodeon is on a mission to bring these ever-growing, young animators to the forefront,” said Russell Hicks, President, Content Development and Production, Nickelodeon. “By partnering with Get Schooled, we are able to discover the next generation of storytellers and provide one of the largest animation scholarships for a deserving student, which is really rewarding.”

“Get Schooled believes passionately in the power of education to unleash the potential of a young person,” said Marie Groark, Executive Director of Get Schooled. “We are excited to partner with Nickelodeon on this incredible opportunity to find, recognize and support one of the world's best young creative minds in animation.”

The scholarship opportunity will be available for 17 to 24-years-olds, in which applicants will be required to submit an animated short in any format. Realizing that talent is found across all age ranges and in all corners of the globe, 13 to 16-years-olds will be invited to submit a theme-based looping animation for the chance to win prizes, such as a tablet with animation software.

More information about the scholarship can be found at [www.getschooled.com](http://www.getschooled.com). Full guidelines will be available in April at Get Schooled and the winners will be announced summer 2015.

**About Get Schooled**

Get Schooled, a non-profit launched in 2010 by Viacom and the Bill & Melinda Gates Foundation, with the belief that students themselves have the power to improve their future if given the right information and motivation. Get Schooled works with 2,000 high schools across the United States and draws 1.8 million students to its website annually.

**About Nickelodeon**

Nickelodeon, now in its 35<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 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 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, VIA.B).

**Media contact:**

Katelyn Balach

Nickelodeon

818-736-3517

Katelyn.Balach@nick.com