

MTV INTERNATIONAL INTRODUCES 'SINGLE AF,' A NEW 'SOCIAL SERIES' FORMAT GOING LIVE ACROSS SOCIAL PLATFORMS JUNE 26, 2017

Celebrities including Farrah Abraham, Jedward, Elliot Crawford and Casey Johnson embark on worldwide search for love the MTV way, calling on input from fans

20 JUNE 2017

SUMMARY

Single AF or Single.Available.Famous is MTV International's new social-first format playing out live across MTV's Facebook, Instagram, Twitter and Snapchat accounts over two weeks in June and July. It will take celebrities on a live social quest for love around the world that fans can follow and weigh in on over social. The catch? The singles must be up for anything and willing to play the dating game 'the MTV way.'

MTV INTERNATIONAL INTRODUCES 'SINGLE AF,' A NEW 'SOCIAL SERIES' FORMAT GOING LIVE ACROSS SOCIAL PLATFORMS JUNE 26, 2017

Celebrities including Farrah Abraham, Jedward, Elliot Crawford and Casey Johnson embark on worldwide search for love the MTV way, calling on input from fans

Follow [@MTVsingleAF](#) [#MTVsingleAF](#) around the globe from 26 June to 11 July and help sexy singles find their match!

Singapore — 20 June, 2017 — [Single AF](#) or *Single.Available.Famous* is MTV International's new social-first format playing out live across MTV's [Facebook](#), [Instagram](#), [Twitter](#) and Snapchat accounts over two weeks in June and July.

Kicking off live filming on 26 June, *Single AF* will take celebrities on a live social quest for love around the world that fans can follow and weigh in on over social. The catch? The singles must be up for *anything* and willing to play the dating game 'the MTV way.'

MTV will dare a global slate of celebrity personalities to look for love in unconventional ways they've never tried before including American *Teen Mom* **Farrah Abraham**, Irish popstars **Jedward**, English YouTube star **Elliot Crawford**, and London boyband alumna **Casey Johnson**.

The singles will face everything from bizarre love theories (e.g. Can you date someone who looks like your mother?) to asking their followers to make suggestions on who to date, and even participate in the game on social.

At the end of the two weeks of traveling the world and dating, the singles will take their top date to an exclusive castle in Paris and spend time together as a group, to further explore whether they've met their perfect match.

Follow **@MTVsingleAF #MTVsingleAF** from 26 June to 10 July to capture our singles' dating adventures, weigh in on their dates in real time, and see which daters make it to the grand finale — which will play out in a separate series later this year.

Single AF is produced by Gobstopper TV.

Meet the brave singles who are up for the challenge:

FARRAH ABRAHAM, USA (@Farrah_Abraham)

Farrah was first launched into the public eye in 2009 when she appeared on hit MTV reality series *16 and Pregnant*, and then subsequently cast for spin-off series *Teen Mom*. Born and raised in Nebraska, the American beauty went on to release an album and New York Times Best Seller memoir, both titled *My Teenage Dream Ended*. With a fiery outspoken nature, Farrah loves a man with traditional values—on a date she would expect him to pick up the bill and would *never* date somebody who doesn't have their own house or car. She knows she can be confrontational, so her 'Single AF' dates could be filled with fireworks!

JEDWARD, IRELAND (@jepicpics)

John and Edward Grimes entered the public spotlight after appearing as a double act on X Factor in 2009, and have remained there ever since. The identical brothers are open to meeting girls from different walks of life, but ultimately want someone who is going to understand their hectic lifestyle! John is loyal when it comes to dating and interested in meeting an artsy babe, while Edward wants a talkative, adventurous lady who doesn't play games. The brothers are 100% up to the challenge with the help of MTV — will their dates match up?

ELLIOT CRAWFORD, UK (@elliott_crawford)

YouTube sensation Elliot burst onto the scene in 2016 after creating and uploading a series of

football challenge videos to his personal YouTube channel. Since then, he's amassed more than 21 million views — but can this vlogger's success translate into the dating game? Open and confident when it comes to dating, Elliot has never been in a relationship before due to bad timing and picking the wrong girls. He loves ladies with a sense of humor and would never cheat on a girlfriend—will he have success in finding one on his MTV love journey around the world?

CASEY JOHNSON, UK (@caseycodyj)

Ex boy band member Casey Johnson shot to fame in 2014 on 'The X Factor,' where he joined male group Stereo Kicks. He later joined boy band Union J, but the two split ways earlier this year. Nowadays, Casey rocks a glamorous lifestyle on social media and is never far from the public eye, attracting a string of lovely ladies with his pretty boy looks. Casey claims to be unlucky in his current love life due to 'too much choice'! Looking for a girl that will make sure he behaves and stops his wandering eye, Casey will meet his match in someone who can keep up with his lifestyle and not get jealous. Will he meet a relaxed woman on his travels around the world, with the help of his fans and MTV?

****ENDS****

About MTV

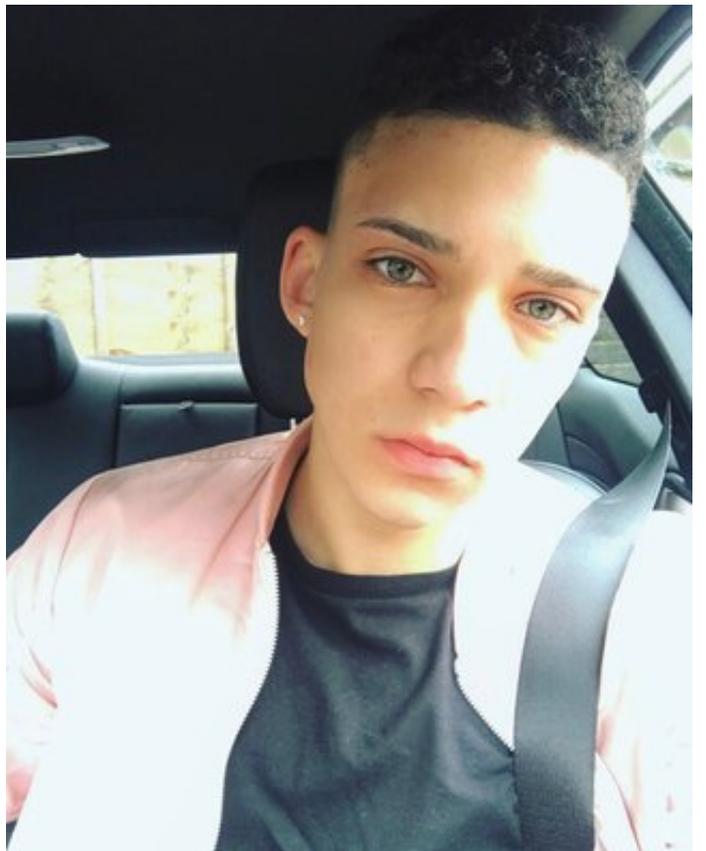
MTV is the world's biggest youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all platforms. For more information about MTV in Asia, visit www.mtvasia.com.



RELEVANT LINKS

 **MTV Single AF**
<http://mtvasia.com/singleaf>

IMAGES



SPOKESPEOPLE



Yvette Yeo

Senior Manager, Communications, Viacom International Media Networks Asia

t: (65) 6420 7154 m: (65) 900 79570

e: yvette.yeo@vimn.com



Adeline Ong

Senior Director, Corporate & Brand Communications

Viacom International Media Networks Asia

t: (65) 6420 7240 m: (65) 9366 7323

e: adeline.ong@vimn.com

 [adel_ong](#)

ABOUT VIMN ASIA PRESS

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.



VIMN Asia Pressnewsroom