



## NICKELODEON INTERNATIONAL AND ONESIGHT PARTNER TO LAUNCH “FRAMING THE FUTURE” – A CAMPAIGN TO IMPACT KIDS’ EYE HEALTH GLOBALLY

MULTI-PLATFORM CAMPAIGN WILL EDUCATE, BUILD EMPATHY, ENCOURAGE ACTION TO MILLIONS WITH ORIGINAL SHORT FORM, DIGITAL CONTENT AND THEMED PROGRAMMING MARATHON

*Share It: @Nickelodeon @OneSight #FramingTheFuture #JuniorGlassesChampion #HelpTheWorldSee*

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**Singapore – JULY 30, 2021**—More than 230 million kids around the world under the age of 15 lack access to the glasses they need. To make a positive impact on kids’ eye health globally, Nickelodeon International’s “Together for Good” and OneSight, a leading global vision nonprofit dedicated to reaching the 1.1 billion people globally who lack access to eye care, today announced their partnership on a new, multi-territory and multi-platform pro-social campaign, “Framing the Future.”

Launching August 1st and culminating on World Sight Day, October 14th, the “Framing The Future” campaign will educate kids and families on the importance of eye health, clear vision and access to vision care on a global scale, through multi-property programming, original short form and digital content.

Broadcasting to more than 67 million households in 69 territories across Southeast Asia, the UK, Australia, New Zealand, South Africa, Latin America and Brazil, the campaign encourages empathy, action and advocacy by highlighting solutions in a mission to help kids who can't see clearly, get the glasses they need to learn more and live better. The campaign will be supported by a digital hub ([eyes.nickelodeon.tv](https://eyes.nickelodeon.tv)), where kids can pledge to take a few small actions such as protecting their eyes from the sun and taking breaks from their devices. These actions will result in their commitment to being Junior Glasses Champions, advocating for healthy eyes and clear vision for all. The digital hub will also contain quizzes, polls, activity sheets, eye charts, videos and facts and resources on eye health.

The network will also air a 3-hour "Eye Spy Toons" programming marathon in August, showcasing episodes featuring Nickelodeon's spectacled characters from *SpongeBob SquarePants*, *The Loud House*, and *ALVINNN!!! And The Chipmunks*. **Viewers in Southeast Asia can tune in and join the fun on August 28 at 10.30am (WIB), 11:30am (MY,PH) and 3pm (SG)** - they will be challenged to find and count the number of characters wearing glasses, while learning quick facts about eye health throughout the marathon.

"Research indicates that 30% of students around the world are unable to live up to their learning potential because they cannot see clearly in the classroom," says Jules Borkent, Executive Vice President, Kids & Family, ViacomCBS Networks International. "As millions of kids worldwide prepare to go back to school, Together for Good's partnership with OneSight aims to encourage families to think about their own vision care needs by harnessing the power of storytelling and our global brand to educate and advocate for a more inclusive world."

"Kids are able to learn up to twice as much when they have the glasses they need, but they don't always realize they have a vision problem," said K-T Overbey, President & Executive Director, OneSight. "Through our Together for Good partnership with Nickelodeon International, we seek to educate kids on the importance of routine eye exams, caring for their eyes, and encouraging others who may need glasses. We welcome families to join OneSight in our mission to bring vision care to the 1.1 billion people globally who lack access."

Viewers will be encouraged to interact with the Together For Good "Framing The Future" campaign on social media using #FramingTheFuture to join others in this important vision movement.

Established in 2015, Together For Good is Nickelodeon International's platform to inspire and empower its kid audiences to get involved in their communities and make positive changes in the world around them. Nickelodeon believes that kids have a voice, and can improve their communities, create an inclusive world, and make a difference in their future. Previous Together For Good campaigns have been in partnership with various non-profit organizations such as Plan International, Citizens of the Great Barrier Reef, African Wildlife Foundation, and Kids' Rights, tackling such issues as gender equity and ocean and wildlife conservation.



## **About Nickelodeon International**

Nickelodeon, now in its 42nd 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, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon 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 media platforms. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

## **About OneSight**

OneSight is a leading global nonprofit dedicated to creating a world where lack of access to vision care is no longer a barrier to human achievement and potential. From one-week charitable clinics to long-term self-sustaining vision centers, OneSight delivers quality eye exams and glasses to underserved populations globally. In 33 years, OneSight has served 10 million people in 50+ countries and has provided permanent vision care access to more than 42 million people. Visit [www.onesight.org](http://www.onesight.org).



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Studios, Nickelodeon, MTV, Comedy Central, BET, Paramount Network and Pluto TV among others. In addition to offering innovative streaming services and digital video products, ViacomCBS Networks International provides powerful capabilities in production, distribution and advertising solutions for partners on five continents and across more than 180 countries. For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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