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MTV Entertainment Expands Relationship With All Out, the Leading Global LGBTQ+ Advocacy Group, with Year-Round Global Partnership to Drive Change

Partnership to Include the 2021 *MTV EMA Generation Change Award* Honoring LGBTQ+ Activists from Around the World who are Fighting for Love and Equality

MTVE to Amplify Youth-Driven Campaigns Throughout the Year, using MTV's Global Footprint in 180 Countries as a Megaphone

SINGAPORE, October 20, 2021—MTV Entertainment, a division of ViacomCBS, today announced a global partnership expanding its relationship with [All Out](#), the leading global LGBTQ+ advocacy group and a worldwide movement for love and equality that mobilizes millions of people around the world to stand up for LGBTQ+ rights. The wide-reaching partnership will continue MTVE and ViacomCBS' commitment to using its Content for Change as the global brand harnesses the power of its platforms in 180 countries to further diversity, equity, and inclusion around the world.

As part of the partnership, MTVE and All Out will honor young changemakers from around the world who are furthering equality and love while fighting against anti-LGBTQ+ policies with the 2021 "MTV EMA Generation Change Award." All Out will work with MTVE to select changemakers before honoring the winners.

"As a global organization fighting for equality around the world, we are excited to deepen our partnership with MTV Entertainment to act in solidarity with the LGBTQ+ community around the world," said **Matt Beard, Executive Director, All Out**. "MTV Entertainment has been a pioneer in supporting the LGBTQ+ community and we are thrilled that Generation Change will provide a significant boost to a new generation of young LGBTQ+ leaders."

“While we have made great strides, earned rights are being rolled back and the fact still remains that the majority of the world’s LGBTQ+ community still have few, if any, protections under the law with many subject to staggering violence,” said **Chris McCarthy, President and CEO of MTV Entertainment Group**. “This is why we are so proud to expand our partnership with All Out, to amplify their campaigns and to highlight the young people with whom they work every day and are on the front lines fighting for love and LGBTQ+ equality.”

All Out is an innovative global movement fighting for a world where no one has to sacrifice their family, freedom, safety, or dignity because of who they are or who they love. When moments of crises or opportunities arise – like anti-gay laws going to a vote or crackdowns on Pride marches -- All Out works closely with partners to come up with and execute inspiring ways for people to take action. From signing petitions to joining protests, from sharing on social media to making donations, All Out members turn solidarity into action every single day. This partnership includes a donation to All Out, and to Rainbow Families Association, Hatter and Budapest Pride.

According to ViacomCBS’ soon to be released global research study, *Reflecting Me: Global Representation on Screen*, nearly 85% of people in countries around the world agree that companies making TV shows and movies should commit to increasing diversity and representation on screen. After knowing someone personally, media representation is the #1 way to foster empathy and understanding of differences.

From casting Pedro Zamora, one of the first openly gay and HIV-positive men to be portrayed on television, to the Emmy Award-winning *RuPaul’s Drag Race* and the first-ever sexually fluid dating show *Are You The One?*, MTV Entertainment Group continues its tradition of uplifting marginalized voices with some of the most diverse casts and series on television.

Launched in 2018, the “MTV EMA Generation Change Award” has honored fearless, original young people who are tackling the world’s toughest problems through music, storytelling or digital media. To date, MTV has awarded youth activists across issues such as climate change, racial justice, systemic inequality, gender equity, LGBTQ+ rights and more. As part of the award, MTV makes monetary donations to each honorees’ organizations or NGOs of choice and elevates their powerful stories across the brand’s social and digital platforms in 180 countries. In 2020, the “MTV Generation Change Award” awarded five, trailblazing women of color for their powerful work on the frontlines of the fight for racial and social justice across the globe.

Built to be fluid and tailored by market, the global “MTV Generation Change” campaign elevates and empowers young people driving positive change in the world. While spotlighting important issues, globally and locally, “MTV Generation Change” focuses on youth activism. To date, the campaign has launched short-form series like “MTV Generation Change: Black Lives Matter” and “Need to Know: 3 Things in Isolation,” and covered topics including climate change, LGBTQ+ rights, refugee rights, racial injustice, mental health, systemic inequality and being differently-abled. Formerly dubbed the “MTV EMA Generation Change Award,” since 2018 this award has elevated and empowered original, young activists who are transforming the world during MTV International’s annual, global music celebration.

ABOUT MTV:

MTV is the leading global youth media brand in more than 180 countries, reaching over 420 million households in nearly 25 different languages across every platform. MTV operations span cable and mobile networks, live events, theatrical films and MTV Studios. Outside of the United States, MTV is part of ViacomCBS Networks International, a division of ViacomCBS Inc. (Nasdaq: VIACA, VIAC).

ABOUT ALL OUT:

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ABOUT VIACOMCBS NETWORKS ASIA

ViacomCBS Networks International, a unit of ViacomCBS Inc. (NASDAQ: VIAC), is comprised of many of the world's most iconic consumer brands. Its portfolio includes Network 10, Channel 5, Telefe, Viacom International 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.viacomcbs.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

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