



**agentes
de cambio**

Stop TB Partnership

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MTV announces the premiere of a special report about footballer Luis Figo and his role as an ambassador for the Stop TB Partnership

Report was produced in collaboration with the Stop TB Partnership, a global group seeking to eliminate tuberculosis

1 July 2009 -- Miami, Florida, USA -- MTV Latin America today launched a special report covering the 3rd Stop TB Partners Forum, which was held in March in Rio de Janeiro, Brazil, and featuring footballer Luis Figo as an Agent of Change. Figo is an Ambassador of the Stop TB Partnership -- an initiative aimed at controlling and eventually eliminating tuberculosis, a disease that still takes the lives of 5000 people around the world people every day.

A one-minute spot will run for three weeks on MTV Latin America starting today at and will continue to be aired for three weeks. In this segment MTV report Ilana Sod interviews footballer Luis Figo in Milan about his role as a Stop TB Ambassador.

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=59591110>.

A five-minute special report about Luis Figo and his role as a Stop TB Ambassador featuring an interview with MTV reporter Ilana Sod and a report from the 3rd Partners' Forum can be viewed at la Comunidad MTV Agentes de Cambio in MySpace.

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=59795710>

This special report of MTV News is part of the MTV Agents of Change Initiative, which gives the youth of Latin America the opportunity to become aware of their role in promoting positive social change. The initiative is meant to inspire and spur youth to take action and become protagonists of social progress in their communities and themselves become agents of change. This initiative was launched in 2006 in collaboration with BID Juventud del Banco Inter-American de Desarrollo. A selection of programmes about these youth projects can be viewed at "MTV Agentes de Cambio" on www.MySpace.MTVagentesdecambio.com. The selections followed an open call for submissions by a panel of experts from MTV and BID.

"The number of reports on social initiatives related to sports exceeded our expectations," said Mario Cáder-Frech, Vice President for Public Affairs and Corporate Social Responsibility at MTV Networks Latin America. "We are very proud to show these programmes, which offer all the youth of Latin America a platform to transmit and spread their enthusiasm to promote more local initiatives. So that in the end everyone is a winner in this open global space."

International football star Luis Figo has been supporting the fight against tuberculosis, as a Stop TB Ambassador, since January 2008. A special World TB Day poster campaign featuring Figo was launched in March 2008, soon followed by the release of a comic book featuring Figo as the main character. In [Luis Figo and the World Tuberculosis Cup](#), Figo's fellow players are teen-aged girls and boys. Together they win a match against a team of tuberculosis germs. The comic book was recently launched as an animated cartoon, which can be viewed in its French-language version at http://video.who.int/streaming/tb/Figo_Cartoon_fr.wmv. It will soon be broadcast widely around the world in Arabic, English, French, Portuguese, Russian and Spanish.

"We are so pleased to have this opportunity to reach the youth of Latin America with the help of Luis Figo and MTV. We believe this special report will truly inspire youth across the region to take on the role of agents of change to stop tuberculosis," said Dr Marcos Espinal, Executive Secretary of the Stop TB Partnership.

About MTV Networks

MTV Networks Inc., a unit of Viacom International (NYSE:VIA y VIAB), owns and operates MTV Latin America, Nickelodeon Latin America, Vh1 Latin America, Viacom Networks Brazil (which operates Nickelodeon and Vh1 Brazil) and the digital channels of MTV Networks, a package of three digital services -- MTV Jams, MTV Hits and Vh1 Soul. Spanish and Portuguese versions of MTV, Vh1 and Nickelodeon are viewed in more than 20 countries across Latin America. MTV Networks Latin America also connects with its audience in an interactive manner through its web pages: MTVIa.com, Mundonick.com and Vh1Ia.com; and its pages for broadband users; and for the community of musicians and music lovers: MTVRevolution.com, MundoNick.com/NickTurbo and LaZona.com.

About the Stop TB Partnership

[The Stop TB Partnership](#) is an international health partnership whose secretariat is housed by the World Health Organization in Geneva. The organization's goal is to eliminate tuberculosis - a disease that still takes the lives of nearly 2 million people each year.

About BID Juventud

BID JUVENTUD is a programme that promotes active participation in development projects by the youth of Latin America and the Caribbean and values them as true agents of change. BID Juventud facilitates communications between young people and their governments, the private sector and civil society so that they can express their opinions, take positions and actively contribute to social change.

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