

MTV and Body Shop partnership for Africa

A global philanthropic partnership between MTV and The Body Shop to benefit Africa is being announced internationally on Tuesday, 23 January 2007. The announcement will be made by Bill Roedy, vice chairman, MTV Networks and Anita Roddick, Dame and founder of The Body Shop, in a global teleconference call hosted by MTV Networks International and The Body Shop to announce this unprecedented campaign.

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Comedy Central, Game One and IFILM. MTV Networks' brands are seen in 496.1 million households in 162 countries and 32 languages via 135 locally programmed and operated TV channels and more than 200 digital media properties.

The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing and merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc.

The Body Shop International has more than 2000 stores in over 50 markets worldwide. A global retailers of toiletries and cosmetics, it is committed to environmental protection and respect for human rights, developing trading relationships with communities in need; are against animal testing in the cosmetics industry; and encourage education, awareness and community involvement among staff and customers.

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