



PRESS RELEASE

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MCV Cable Cares, Make-A-Wish Foundation, and Nickelodeon bring SpongeBob SquarePants, Patrick Star, and Dora the Explorer to Guam for the first time ever

July 12, 2007 - MCV Cable Cares, the community programs division of MCV Broadband, Make- A-Wish Foundation, and Nickelodeon have teamed up to bring SpongeBob SquarePants, Patrick Star, and Dora the Explorer to meet area kids on Guam July 21 and 22. This appearance is in conjunction with a Make-A-Wish Foundation fulfillment for Brian and Brandon Agulto of Saipan earlier in the week.

“We are very proud to not only be able to fulfill the wishes of two youngsters from Saipan to meet SpongeBob, Patrick, and Dora, but also be part of Guam’s Liberation Day celebration by bringing these characters to Guam Premier Outlets on July 21st and 22nd” says Tom Maxedon, Promotions Manager for MCV Broadband.

In addition, the characters will be making private visits at Guam Memorial Hospital and NAVY’s Child Care Center to give some uplifting encouragement to those kids as well.

Maxedon went on to say, “This entire endeavor simply would not have been possible without the great community support from DHL, GuamPak Express, GPO, Burger King, Cold Stone Creamery, Guam Cell/Hafa Tel, Home Designs, Etc., Shell, Continental Airlines, Hyatt Regency, and *Pacific Daily News*. All have been wonderful partners in making this event a reality.”

The Nickelodeon costumed characters will be on stage July 21st and 22nd at The GPO Food Court. Event times are 1:00 p.m., 3 p.m., 5 p.m., and 7:15 p.m. both days. Make sure to bring your camera so you can take photos!

“I can’t wait to see all the smiles on the kids’ faces!” says Maxedon. “It’s going to be so much fun for the whole family. We’re glad MCV Broadband has the opportunity to work with Make-A-Wish Foundation to give back to the community!”

Currently one of Nickelodeon's highest-rated series with kids ages 2-11, SpongeBob SquarePants chronicles the adventures of an unconventional sea sponge who lives in a two-story pineapple located in the sub-surface city of Bikini Bottom, and whose good intentions and overzealous nature usually create chaos in his underwater world. Nickelodeon's SpongeBob SquarePants and Dora the Explorer can be seen on MCV Channel 27. Check local listings for times.

Nickelodeon 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, online, recreation, books, magazines and feature films.

Nickelodeon's U.S. television network is seen in 88 million households and has been the number-one-rated basic cable network for more than eight consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom International Inc. SpongeBob SquarePants is created by Stephen Hillenburg.