



## **HIT DAYTIME TALK SHOW “MAURY” AND THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY JOIN FORCES**

**Talk Show And Non-Profit Organization Partnering to Help Get Word Out to Nation’s Teens and Young Adults Through Multimedia Campaign**

**Efforts Timed To 8<sup>th</sup> Annual National Day To Prevent Teen Pregnancy on May 6<sup>th</sup>**

**New York, NY – May 4, 2009** -- NBC Universal Domestic Television Distribution’s hit daytime talk show “Maury” and The National Campaign to Prevent Teen And Unplanned Pregnancy are joining forces to help bring added national awareness to teens and young adults on the negative health and social consequences associated with teen and unplanned pregnancy.

Timed to kick off with the 8<sup>th</sup> annual National Day to Prevent Teen Pregnancy (May 6<sup>th</sup>), “Maury” will launch a multimedia campaign with the non-profit organization utilizing the nationally syndicated TV show’s various media resources, including the show’s website ([www.mauryshow.com](http://www.mauryshow.com)), themed show segments, in-show billboards, various national events, public service announcements and more.

The May 6th episode of “Maury” (nationally syndicated, check local listings) will spotlight teen and unplanned pregnancy. Host Maury Povich will be getting involved in a variety of ways himself, including moderating a panel at The National Campaign to Prevent Teen and Unplanned Pregnancy’s symposium in Washington D.C. on Tuesday May 5<sup>th</sup>.

“We have millions of young adults and teenagers watching our TV show each day across this country and we believe that teaming with The National Campaign to Prevent Teen and Unplanned Pregnancy will truly help to make a difference in many people’s lives,” says Povich.

“One of nation’s great success stories of the past decade-plus --- the dramatic decline in the nation’s teen pregnancy and birth rate --- is in danger of reversing. At present, three in ten American girls get pregnant by age 20. Now more than ever, young people need to think about how a pregnancy would affect their lives and have a plan for prevention,” said Sarah Brown, CEO of the National Campaign to Prevent Teen and Unplanned Pregnancy. “We thank Maury Povich for highlighting the critical issue of teen pregnancy at the forum in Washington and in homes across the nation. We encourage teens

nationwide to think about what they would do in the moment by taking the online National Day to Prevent Teen Pregnancy quiz at [www.StayTeen.org](http://www.StayTeen.org).”

The teen birth rate in the United States increased 5% between 2005-2007, according to data released by the National Center for Health Statistics (NCHS). The increase follows 14 years of continuous decline in the teen birth rate in the United States: between 1991-2004, the teen birth rate fell by 34%. However, despite this impressive improvement, the U.S. still has the highest rates of teen pregnancy and birth in the developed world.

### **About NBC Universal Domestic Television Distribution**

NBC Universal is a leader in providing entertainment programming to the domestic and international marketplaces. The NBC Universal Domestic Television Distribution division is responsible for the distribution of NBC Universal product to all forms of television throughout the United States and Canada. This includes distribution of current and library film and television product, including formats and non-scripted programming, in the pay, free, and basic markets, as well as the domestic syndication of first-run syndicated TV programs and theatrical and TV movie packages.

Current first-run strip syndicated programming at NBC Universal Domestic Television Distribution includes Access Hollywood, Deal or No Deal, The Jerry Springer Show, The Martha Stewart Show, Maury and The Steve Wilkos Show. Current first-run weekly syndicated programming includes The Chris Matthews Show, Lyons & Bailes Reel Talk, The Wall Street Journal Report with Maria Bartiromo and the off-network distribution of Heroes, House, The Office, Law & Order, Law & Order: Criminal Intent, Law & Order: Special Victims Unit and many more series.

### **About The National Campaign to Prevent Teen and Unplanned Pregnancy**

The National Campaign to Prevent Teen and Unplanned Pregnancy is a private, non-profit, non-partisan organization that seeks to improve the lives and future prospects of children and families. Our specific strategy is to prevent teen pregnancy and unplanned pregnancy, especially among single, young adults so that a higher proportion of babies are born into wanted and welcoming circumstances. The National Campaign supports a combination of responsible behavior by men and women and responsible policies in the public and private sectors. Find out more at [www.TheNationalCampaign.org](http://www.TheNationalCampaign.org). For more on the National Day to Prevent Teen Pregnancy please visit:

<http://www.thenationalcampaign.org/national/> or <http://www.stayteen.org/national-day/default.aspx>

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