

MEDIA ALERT

**BUSTLE AND MTV'S "ELECT THIS" CAMPAIGN ANNOUNCE 2016
ELECTION EDITORIAL PARTNERSHIP TO ILLUMINATE
THE ISSUES THAT IMPACT MILLENNIALS**

Bustle, the largest digital media property aimed at Millennial women, and MTV's "Elect This" campaign today announced "**Vote Local**," a biweekly digital content series focusing on in-depth issues that are vital to Millennial voters including gun reform, reproductive health, and LGBTQ health and safety. The media outlets will work with local activists, first-time voters, Change.org petition starters, and engaged voters in swing states to tell stories about how these issues affect people, why they are important and how to take action.

The 19-week series will help draw attention to the national issues that impact Millennials and be a platform for voices all over the nation to tell their stories. Bustle will create and host the content and provide links to MTV's "Elect This" campaign hub, <http://www.electthis.com>, which houses information on the issues, helpful resources, and action steps and tools for audiences. The articles will be a combination of "how-to help" pieces, as-told-to's from petition starters, personal essays from local activists, and articles by Bustle writers who are swing voters or reside in swing states.

The first article to launch the "Vote Local" series today will focus on important issues in the LGBTQ community. In fact, MTV's ongoing original "Elect This" research found that 58 percent of Millennials know someone who has experienced discrimination based on sexual orientation. In the as-told-to piece, Blair Durkee, a transgender woman from South Carolina, discusses her petition to meet with her senator about the bathroom bill legislation. Check out the article here: <http://www.bustle.com/articles/169025-how-coming-out-as-trans-to-my-family-made-me-an-activist>

"At Bustle, we're incredibly passionate about politics and the issues that matter to our readers," said Bustle Executive Editor Julie Alvin. "MTV has historically been crucial and fearless in getting out the youth vote and empowering young audiences, so we're very excited to partner with them on such an important project before an historic election and to continue the work of elevating the voice of the Millennial generation."

“MTV has a rich history of amplifying young peoples’ essential voices in vital political processes,” said Ronnie Cho, Vice President of MTV Public Affairs. “We are thrilled to share our fervent mission with Bustle and partner with their leading editorial team to continue to energize and educate this generation on the issues that truly matter to them.”

#

About MTV:

MTV is a global youth culture brand driven by the creative spirit of music. For more information, check out <http://www.mtvpress.com>. MTV is a unit of Viacom Inc. (NASDAQ: VIAB, VIA).

About Bustle

Bustle is the largest digital media property aimed at millennial women, reaching over 45 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning breaking news, entertainment, lifestyle, fashion + beauty, relationships and more. www.Bustle.com