



JEWELRY FOR A CAUSE

MTV, SNOOP LION AND JEWELRY FOR A CAUSE TEAM UP TO HELP TAKE ILLEGAL GUNS OFF THE STREET WITH "MTV x CALIBER" BRACELETS

Limited Edition Bracelets Featuring Serial Numbers from Reclaimed Illegal Firearms will be Included in the 2013 "MTV Movie Awards" Talent Gift Bags and sold at caliber.MTV.com with Proceeds to Fund Future Gun Buyback Programs

Snoop Lion's "No Guns Allowed" Video featuring Drake and Cori B has On-Air Debut on MTV, MTV2, mtvU, MTV Hits and MTV Jams

New York, NY (April 9, 2013) — [MTV](#) today announced a collaboration with [Snoop Lion](#) and [Jewelry for a Cause](#) to help take illegal guns off the streets. Beginning on Monday, April 15, 2013 – the day after the 2013 "[MTV Movie Awards](#)" -- limited edition "[MTV x Caliber](#)" bracelets featuring unique serial numbers from illegal firearms returned via buyback programs in Newark, NJ will be available at caliber.MTV.com. The unisex bracelets can be pre-ordered for \$40 beginning today, with a portion of the proceeds from each sale being donated to the Newark Police Department to help fund future gun buyback amnesty programs.

In conjunction with this news, Snoop Lion's new "No Guns Allowed" video, featuring Drake and Cori B, debuted for the first time on-air today on MTV, MTV2, mtvU, MTV Hits and MTV Jams, and went into rotation on each of the five channels with a special call to action from Snoop for viewers to learn more about how they can help take illegal guns off the street. The powerful song was written to inspire social change and spark conversation in response to the devastating gun violence that claims the lives of dozens of Americans every day. It has already fueled support and action from non-profit organizations such as the League of Young Voters Education Fund, which has launched a grassroots "No Guns Allowed" campaign in support of Snoop's movement.

"This is such an important message we're sharing," said **Snoop Lion**. "It's a movement we want generations to recognize, embrace, and get behind. We've seen a lot of senseless acts of violence involving guns recently—too many have lost their lives, too many families have been destroyed. Like my friends at MTV, I want to be a part of the change that will help bring peace."

"We are grateful for the commitment of Jewelry for a Cause and MTV for their help with The City of Newark's efforts to get illegal guns off of our streets," said **Cory A. Booker, Mayor of Newark, New Jersey**. "The 'MTV x Caliber' Bracelet is a great addition to the Caliber Collection and will continue in the fight to reduce gun violence."

The "MTV x Caliber" bracelet is part of The Caliber Collection, a line from Jewelry with a Cause that is made, in part, from the steel of reclaimed illegal guns. Since Jewelry for a Cause first began selling bracelets from The Caliber Collection just over four months ago, the company has already raised \$40,000 – enough to help the Newark Police Department fund its first buyback since 2009. The "MTV x Caliber" bracelets will also be part of the 2013 "MTV Movie Awards" talent gift bags, giving celebrities and musicians a new way to show their support for this cause. Further, MTV is making a donation on behalf of talent attending the Movie Awards to the Caliber Foundation, which offers support to victims and families of illegal gun violence.

In hopes of getting illegal guns off the streets and curbing violence, cities and states across the country have implemented gun buyback amnesty programs, allowing citizens to return illegal guns to authorities for a cash reward with no questions asked. During a recent gun buyback event in Essex County, New Jersey, where Newark is located, over 1,700 guns were turned in during a two-day buyback.

"Gun violence continues to claim far too many victims in Newark and many other communities across the nation," said **Newark Police Director Samuel DeMaio**. "Voluntary gun buyback and amnesty programs are the only way illegal guns can be turned in anonymously and have shown to be a valuable part of our comprehensive program to make Newark's streets safer. We rely on support from outside organizations to keep this program going and welcome participation and support from anyone interested in helping us sweep our city free of illegal firearms."

For more information or to purchase a limited edition "MTV x Caliber" bracelet, head to caliber.MTV.com. Following the pre-sale, the bracelets will officially be available on April 15, following the 2013 "MTV Movie Awards" which air live on MTV on Sunday, April 14 at 9:00 p.m. ET/PT.

About Jewelry for a Cause / The Caliber Foundation:

Founded in 2008, Jewelry for a Cause (JfaC) creates fashionable jewelry used to raise money for schools and charity organizations across the nation. To date, JfaC has helped more than 300 schools and charities. JfaC's Caliber Collection transforms guns and bullet casings seized by law enforcement into jewelry that provides an inspirational symbol of renewal for communities and helps fund local gun buyback amnesty programs. Through the Caliber Foundation, JfaC makes additional donations to local organizations that support the victims and families impacted by gun violence. For more information, please visit www.jewelryforacause.net.

About Snoop Lion:

Snoop Lion aka Snoop Dogg is a multi-platinum artist and entertainment icon. With over 20 years in the industry, Snoop's ability to stay at the forefront of popular culture and new technology through hit records, brand partnerships, innovative digital strategies, philanthropy and more has resulted in unwavering relevance. Snoop spent a significant amount of time in Jamaica recording his upcoming new reggae-influenced album, *REINCARNATED*, which was also documented with a film of the same name. An official selection of the critically acclaimed Toronto International Film Festival, the highly anticipated VICE Films/Snoopadelic Films release, *REINCARNATED*, chronicles his illustrious career dating back to his beginnings and leading up to his spiritual awakening as Snoop Lion. *REINCARNATED*, the film, hit select theaters nationwide on March 15th with the new album set to release April 23, 2013.

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. MTV's sibling networks MTV2 and mtvU each deliver unparalleled customized content for young males, music fans and college students, and its online hub MTV.com is a leading destination for music, news and pop culture. MTV is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to www.mtvpress.com.

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