

Brick Awards to air on CW

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Here's a twist on the awards show formula - honor people who actually deserve a little recognition. The [Brick Awards](#), to be broadcast by The CW on April 12th, are organized by Do Something, the non-profit internet company devoted to helping young people make positive "world changes." While the Bricks have been distributed for the past 11 years, this is the first time the ceremony will be broadcast.



Twelve young adults and four celebrities will be honored for their service in four areas: public health; community building; education and environment; and global impact. Award recipients, who range in age from 11 to 25, will receive a check for the charitable organization of their choice and a framed brick trophy - intended to symbolize a "building block" and be the antithesis of "shiny, perfect" Oscar-like trophies.

Nancy Lublin, CEO of Do Something, spoke to [Variety](#) about wanting these kids to be more famous than Paris Hilton: "These are everyday amazing kids. They're kids with pimples and homework. They are normal kids who happen to be homeless activists or adoption advocates." These kids may be normal in respect to not having fame, million dollar homes or a collection of exotic lap dogs, but when it comes to what really counts, these kids are anything but normal. They're extraordinary.