



## Brick Awards on CW kudos sked

### Nemcova to be honored at kudofest

By [JOHN CLARKE JR.](#)



Nemcova

The CW network is stepping into the awards game with limited commercial interruptions.

The newbie net is broadcasting the Brick Awards on April 12, with only three commercial interruptions, sponsored by GM and Pepsi.

Kudofest is organized by Do Something, the not-for-profit Internet company devoted to helping young people make positive world changes. Though held for the past 11 years, this is the first time the awards show will be broadcast. The annual event honors 12 young adults and four celebrities for their service in four categories: public health; community building; education and environment; and global impact.

While the host is yet to be named, one celebrity slated for an award is model Petra Nemcova, who is being recognized for her work with tsunami victims.

For MTV producer Alex Coletti, helming the Brick Awards is a departure from producing the cabler's Video Music Awards and "Unplugged," and Super Bowl halftime shows. "This is a rare and unique opportunity to create a new show on a new network," Coletti said. "And it's honoring people that truly deserve to be honored."

Nancy Lublin, CEO of Do Something, wants to make the award winners, who range in age from 11 to 25, more famous than Paris Hilton. "These are everyday, amazing kids,"

Lubin said. "They're kids with pimples and homework. They are normal kids who happen to be homeless activists or adoption advocates."

Winners are awarded a check made out to their chosen charitable foundation and a framed brick trophy which, Lublin said, is nothing like an Oscar.

"It's not as shiny and perfect," Lublin said. "It's a brick. It's gritty. But it's a building block."