



Demi Lovato and Joe Jonas Lend Star Power to Global PSA supporting We Day

IPG Mediabrands agencies – UM, Initiative and BPN – join forces on global month-long campaign to empower young people with international charity, Free The Children

[Click to tweet:](#) .@ddlovato & @joejonas supporting a global PSA for @weday www.weday.com/follow
@ipgmediabrands @UMcuriosity @InitiativeWW and @BPNworldwide

New York, NY (December 26, 2013) – This holiday season, Demi Lovato and Joe Jonas give back by starring in a global philanthropic PSA campaign by IPG Mediabrands in support of We Day.

We Day is an educational youth empowerment event which is taking the philanthropic world by storm. Organized by Free the Children, We Day is now going global, with events in the United States, Canada and the UK. Because of We Day, over 160,000 youth this year alone will come together in stadium gatherings to take part in an unprecedented educational initiative which inspires students to get involved in positive social change.

As depicted in the global PSA campaign, We Day is now on par with some the biggest events in sport, music and film. World-renowned leaders and A-list entertainers have added their voice to this movement.

The PSA campaign features today's hottest celebrities – Demi Lovato and Joe Jonas – encouraging people to follow We Day on Twitter and Facebook. For every new follower, sponsors will generously donate school supplies to a child in a developing country, enabling more children to attend school and equipping them with the tools to learn.

“Being a part of We Day and the community of young people involved is an incredible experience,” said Demi Lovato, multi-platinum recording artist and best-selling author. “To see so many young people, all coming together to stand up for issues that they care about, like bullying, homelessness, and education, really makes you believe that this generation will be the ones to make the world a better place.”

Both Lovato and Jonas have performed at multiple We Day events across Canada and the U.S. and are passionate about encouraging even more young people to get involved in local and global issues. The PSA is executively produced by Philymack Inc. and directed by Ryan Pallotta who also directed Lovato's *Made in the USA* video. Sajo Garcia Alcazar (SGA) Advertising in Puerto Rico affiliated with Initiative and BPN San Juan led the creative strategy and produced all executions of the campaign.

One cannot buy a ticket to We Day, the young people in attendance have to instead earn their way through service. The participating students make a commitment to take action on at least one local and one global initiative of their choice. Past speakers and performers of We Day have included; Sir Richard Branson, Kofi Annan, Archbishop Desmond Tutu, Magic Johnson, Martin Sheen, Queen Noor of Jordan, Jennifer Hudson, Imagine Dragons, Macklemore and Ryan Lewis, cast members from Glee, among many others. We Day is one of the world's largest registered charities on Facebook with 3.3 million followers.

“We are incredibly thankful to be working with IPG Mediabrands for the third year in a row on this initiative. Each year that we are fortunate to work with these global agencies, we see incredible impacts around the world with millions of people coming together for a cause,” said Craig Kielburger, co-founder of Free The Children. “This year, with the support of Demi Lovato and Joe Jonas, I'm certain we will see even more lives changed with students around the world receiving the gift of education.”

“This campaign has become our most awaited holiday tradition at Mediabrands. We are thrilled to be partnering with Free the Children again this year and having the opportunity to change the lives of the most needed children around the world one campaign at a time. This type of work showcases the



strength of our global network and our commitment to the causes that matter in the international community,” said Mauricio Sabogal, Global CEO of IPG Mediabrands agency BPN.

This year IPG Mediabrands continues to build on the success of the “1 Like = \$1” Facebook campaign of previous holiday seasons to drive more followers and donations to We Day, adding Twitter to this year’s efforts. IPG Mediabrands agencies. UM, Initiative and BPN will deploy the campaign across five continents and all screens, engaging their media partners to donate free advertising space throughout the course of the campaign, from December 26 through January 31. As in previous years, the creative strategy of the campaign was devised by Mediabrands’ agency Initiative Sajo Garcia Alcazar in Puerto Rico. Sister IPG creative agencies around the world are also supporting the campaign with local execution, adaptation and trafficking services.

In 2011 Mediabrands partnered with media owners in 48 countries to obtain more than USD 30 MM in donated media space. The campaign reached 2.4MM LIKES in Facebook, which converted into 2.4MM dollars donated to Free The Children’s holistic development model which includes school building, clean water projects, health care support, alternative income programs and agriculture and food security, implemented in rural areas of eight countries around the world. In 2012, Mediabrands’ efforts led to a dramatic increase in social media followers for We Day, reaching over 3.3 million likes on Facebook.

Watch PSA campaign [here](#)

Watch behind the scenes footage [here](#)

Stay connected:

- Like We Day on Facebook: facebook.com/WeDay
- Twitter: @WeDay #WeDay
- Visit www.weday.com/follow

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About IPG Mediabrands

We were founded by [Interpublic Group](#) (NYSE: IPG) in 2007 to manage all of its global media related assets. Today that means we manage and invest \$37 billion in global media on the behalf of our clients, employ over 8,500 diverse and daring marketing communication specialists worldwide and operate our company businesses in more than 130 countries. A proven entity in helping clients maximize business results through integrated, intelligence-driven marketing strategies, IPG Mediabrands is committed to driving automated buying, pay-for-performance and digital innovation solutions through its network of media agencies including [UM](#), [Initiative](#), [BPN](#), [Orion Holdings](#), and [ID Media](#). Its roster of specialty service agencies including [MAGNA GLOBAL](#), [Mediabrand Audience Platform](#), Mediabrands Publishing, [IPG Media Lab](#), [Ensemble](#), and [Identity](#) offer technologies and industry moving partnerships that are recognized for delivering unprecedented bottom line results for clients.

About Free The Children

Free The Children is an international charity and educational partner. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where young people are free to achieve their fullest potential, and empowers youth to remove barriers that prevent them from being active local and global citizens. The organization’s domestic programs – which include We Day, Free The Children’s signature youth empowerment event – educate, engage and empower over 2 million young people across North America, the UK and around the world to become engaged global citizens. Its international projects have brought more than 650 schools and school rooms to youth and provided clean water and sanitation, health care and food security to 1 million people around the world, freeing children and their families from the cycle of poverty.



The organization has received the World's Children's Prize for the Rights of the Child, the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information, visit www.freethechildren.com

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