

WE Are Stronger Together Campaign Talking Points

December 2015

- This holiday season, actresses Shay Mitchell and Nina Dobrev are joining international charity Free The Children's *WE Are Stronger Together* movement, starring in a North America-wide philanthropic advertising campaign powered by IPG Mediabrands
- The PSAs feature Mitchell and Dobrev wearing their passion for changing the world by rocking a Rafiki bracelet, handmade with love by Mama in Kenya
- Each \$10 Rafiki bracelet unlocks a gift of impact – water, healthcare, school supplies, healthy meals – helping to break the cycle of poverty and create a brighter future for Free The Children partner communities in Kenya, India, Ecuador, Haiti, Sierra Leone, Tanzania, Nicaragua and rural China
- Each Rafiki purchased has a unique code for consumers to enter online at trackyourimpact.com so they can see the life-changing impact their purchase makes in a Free The Children community around the world. Rafikis are available at we.org and select retail stores including Walgreens, PacSun and Nordstrom
- When she was 17, Dobrev spent three weeks in Kenya building a school with Free The Children, and saw firsthand how getting an education allows students to become empowered adults who can pull their families and their communities out of poverty
- Last year, Shay Mitchell travelled to the rural Maasai Mara in Kenya with Free The Children where she where she visited a developing community, and learned about traditional Maasai beading from a 'Mama' employed by Free The Children's sister organization, ME to WE
- Rafiki bracelets are handcrafted by more than 1,400 Mamas in Free The Children's partner communities across Kenya. Mamas earn a fair wage for their work and are empowered to do things they never would have believed possible: improve their homes, buy food and medicine for their families, send their children to school, and believe that their skills and voice have value
- Free The Children carries the power of WE globally, empowering communities to lift themselves out of poverty through our holistic, sustainable international development model. In Africa, Asia and Latin America, Free The Children partners with communities to implement a holistic, five-pillar international development model designed to achieve sustainable change
- IPG Mediabrands will launch 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 26.

Stay connected and join the movement:

- #WeAreStrongerTogether
- Twitter: @metowe @freethechildren
- Instagram: @metowe
- Like ME to WE on Facebook: <https://www.facebook.com/metowe/>
- Visit www.we.org

