Mediaplanet’s Global Call to Action for Kids this Giving Tuesday

Mediaplanet’s Global Action for Children campaign found within USA Today and online sets the stage for some of the most critical epidemics facing children on a global scale.

NEW YORK (PRWEB) November 21, 2018 -- Helping to kick-off Giving Tuesday, Mediaplanet today announces the launch of its first edition of “Global Action for Children”, this campaign will educate our readers on the issues affecting kids in low-income communities, and highlight the organizations supporting global childhood wellness. With this campaign, Mediaplanet and its key partners have an opportunity to inspire readers to support kids in need during the season of giving.

In 2016 alone, an estimated 6.6 million children died however about two-thirds of these deaths are preventable through practical, low-cost interventions. Some of the epidemics covered in the campaign include global infant health, pneumonia, malaria, access to education and clean water, and malnutrition. Investing in childhood development is one of the best investments a country can make to boost economic growth, promote peaceful and sustainable societies, and eliminate extreme poverty and inequality.

In addition, Wonder star Jacob Tremblay shares his reasons for #choosingkind this giving Tuesday- helping advocate for kids everywhere!

The print component of “Global Action for Children” is distributed within today’s edition of USA Today in Chicago, Los Angeles, Denver, San Francisco, New York, and Washington DC/Baltimore markets, with a circulation of approximately 250,000 copies and an estimated readership of 750,000. The digital component is distributed nationally, through a vast social media strategy, and across a network of top news sites and partner outlets. To explore the digital version of the campaign, visit: http://www.impactingourfuture.com/topic/global-action-for-children

This campaign was made possible with the support of Save the Children, WE.org, March of Dimes, Grameen Foundation, RBM Initiative, Habitat for Humanity, World Relief, World Vision, Love without Boundaries, Project Peanut Butter, Child Legacy, USANA, Becton & Dickinson, Procter & Gamble.

About Mediaplanet
Mediaplanet specializes in the creation of content marketing campaigns covering a variety of industries. We tell meaningful stories that educate our audience and position our clients as solution providers. Our unique ability to pair the right leaders with the right readers, through the right platforms, has made Mediaplanet a global content marketing powerhouse. Our award-winning stories have won the hearts of countless readers while serving as a valuable platform for brands and their missions. Just call us storytellers with a purpose. Please visit www.mediaplanet.com for more on who we are and what we do.

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