Marquis Sponsors New ‘Anti-Bullying’ Music Video by Internet Artist and YouTube Sensation, Ali Spagnola

Healthy lifestyle brand powers video’s anti-bullying campaign to educate, empower and uplift communities.

LOS ANGELES (PRWEB) November 04, 2019 -- Marquis Organic Energy, a healthy lifestyle brand, announces today their sponsorship of the just-launched music video by internationally recognized musician, comedian, internet artist and YouTube sensation, Ali Spagnola. The video is part of a targeted anti-bullying campaign designed to educate and raise awareness around cyberbullying, prevention and response.

“Our goal as a conscious brand has always been to challenge and help people be better and live better,” said Christopher Lai, CEO, Marquis. “And since Ali stands for everything we represent around empowerment, fun, lifestyle and social impact, we are both excited and honored to support her in getting her message of outrageous self-love and positivity to the people who need to hear it the most.”

Known for her combination of serious musical talent, comedic chops and uplifting personality, Spagnola has attracted millions of social subscribers through her unique brand of witty music and videos that motivate all types of audiences.

“I put my heart and soul into my art and then give that art to the world on a daily basis to be critiqued by anyone with an Internet connection. Because of that, I’ve experienced firsthand the negative mental state that can come from bullying,” said Spagnola. “I want to be there for people being bullied to help them recognize their inherent value and ignore the negativity. I also want to be there for the bullies themselves who may be lashing out because of their own struggle.”

“I’m glad to partner with someone else that is as passionate about anti bullying as I am,” she added.

The campaign plan, according to Spagnola, aims to destroy ‘Internet hate’ forever. The song she wrote shows how people can proactively remove power from mean online commenters, and channel negative feedback into positive energy. The music video features an over-the-top Broadway dance production filmed by a drone in one take.

“The whole subject of bullying hits close to us at home,” said Lai. “Our executive team are dads with young children, and frankly it’s concerning to see small kids have so much access to digital and social technologies that have the potential to harm them. Bullying is a serious problem—and we just can’t leave it on the playground anymore. I speak for my entire team that being part of the solution is not just a social responsibility—it’s a personal responsibility.”

Watch Ali’s Spagnola video featuring Marquis at https://www.youtube.com/watch?v=SV35WkCVfyk

ABOUT MARQUIS:
Marquis is a healthy lifestyle brand on a mission to empower people to be their best, from the inside out. Available in major retail chains nationwide, Marquis Organic Energy is certified USDA Organic and contains zero sugar and zero calories. Their organic caffeine comes from green tea, yerba mate, and green coffee bean
extracts, and is certified Non-GMO, Gluten-Free, Vegan and affiliated with 1% For The Planet. Learn more at https://drinkmarquis.com/ and connect @drinkmarquis
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