

FOR IMMEDIATE RELEASE**Demi Lovato, Nick Jonas and Shawn Mendes challenge YOU to change the world with We365**

-- IPG Mediabrands joins forces with international charity, Free The Children, for a fourth year on global month long campaign to challenge young people to change the world --

(19 December 2014) – Demi Lovato, Nick Jonas and Shawn Mendes are giving back this festive season by starring in a global philanthropic advertising campaign powered by IPG Mediabrands in support of the first-of-its-kind digital platform for social good, [We365](#).

A digital community, We365 helps users make a positive change in the world, every day of the year. As depicted in the global ad campaign, We365 allows users to take daily challenges to make the world a better place.

This year's campaign features three of the world's most influential celebrities – Demi Lovato, Nick Jonas and Shawn Mendes – encouraging people to sign up for We365 and complete challenges in support of the issues they care about. Lovato, Jonas and Mendes will take turns sharing examples of challenges in the ad campaign including eating a hot pepper for global warming and shaving your head for cancer. Throughout the campaign, these three superstars will be issuing challenges for We365 users to complete. Furthermore, thanks to the generous support from sponsors, every download of We365 will help provide goats that give back to families in developing countries.

"We're so happy to be partnering with Free The Children again this year and have the chance to change the lives of families around the world with this campaign; our favourite holiday tradition at IPG Mediabrands. This type of work showcases the strength of our global network and our commitment to the causes that matter in the international community," said Matt Seiler, Global Chief Executive Officer, IPG Mediabrands.

"This is the fourth year in a row we've worked with IPG Mediabrands and we could not be more thankful for their incredible generosity, as well the support we have received from Demi, Nick and Shawn in engaging youth to use their phones for good with the We365 app," said Craig Kielburger, Co-Founder of Free The Children. "We365 is a space for young people to inspire and be inspired by other like-minded young people and we can't wait to see what challenges these world-changers come up with."

Lovato, Jonas and Mendes have performed at multiple [We Day](#) events, and in some cases have traveled all the way to Kenya with Free The Children. We Day is the movement of our time – a movement of young people leading local and global change, and all three of these superstars have generously shown their support for the organisation through their eagerness to be involved. Their participation in the We365 ad campaign is one more way they are demonstrating their passion for and commitment to inspiring young people.

"Working with Free The Children has been an incredible experience and I'm so excited to use We365 to take action and help families overseas," said Demi Lovato, multi-platinum recording artist, actress and best-selling author. "I truly believe this generation can make the world a better place and We365 is a great way for youth to share random acts of kindness and become empowered."

"Being a part of We Day is always incredible and I'm really looking forward to issuing my We365 challenge," said Nick Jonas. "We Day is all about encouraging and inspiring our youth to get involved in local and global issues, but We365 really helps to promote change every single day by making it easy to rally your friends around the causes you care about."

“I love being part of We Day, so I’m really looking forward to getting online and issuing my We365 challenge,” said Nick Jonas, multi-platinum recording artist. “We Day is all about inspiring and encouraging youth to get involved in local and global issues, but We365 is what helps make change happen every single day of the year by making it easy to rally your friends around the social issues you care about whether it’s diabetes awareness, animal rights or building schools overseas.”

“I’m really psyched to be issuing We365 challenges for some causes that are really close to my heart,” said Shawn Mendes, multi-platinum recording artist. “We365 is all about focusing on the power of what we can all do together to make a difference, and it’s a super easy way for young people to start changing the world using something as simple as their cell phones.”

We365 is a one-stop shop for young people to take action, providing a central hub to collect and track volunteer hours, applaud and reward young world-changers, encourage social activism and help them connect with other like-minded, young individuals. This free app offers a positive environment for young world-changers to connect and share ways they are making a difference in the world.

IPG Mediabrands 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 26 December through 26 January. The PSA is co-produced by Door Knocker Media and Philymack Inc. and directed by Black Coffee. Sajo Garcia Alcazar (SGA) Advertising in Puerto Rico affiliated with Initiative and BPN San Juan led the creative strategy for the campaign. Sister IPG creative agencies around the world are also supporting the campaign with local execution, adaptation and trafficking services.

Last year’s campaign reached 3.8 million Likes on Facebook and over one million Twitter followers. As a result of this widespread awareness, the campaign generated \$1.5 million for Free The Children and provided one million children with school supplies.

Watch the PSA [here](#)

For photos and graphics visit the electronic press kit [here](#)

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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 behalf of our clients, employ over 7,500 diverse and daring marketing communication specialists worldwide and operate our company businesses in more than 127 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 and BPN. Its roster of specialty service agencies including MAGNA GLOBAL, Ansible, Mediabrands 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

Founded in 1995, Free The Children provides comprehensive active citizenship programmes, holistic and sustainable development models, including education, clean water, health, alternative income and livelihood, and agriculture and food security programmes in eight developing countries. At the young age of 12, Craig Kielburger set out to be a positive change in the world and co-founded Free The Children, which today has more than 2.3 million young people involved in its programmes. Free The Children's [We Day](#) events, a movement of our time, empowering a generation of young global citizens through an inspirational event and a year-long educational initiative, reaches students around the globe with 5.7 million viewers through televised broadcasts and more than 3.8 million fans on Facebook, making it one of the largest charitable causes in the world.

About Demi Lovato

Demi Lovato is a singer, songwriter, and television star with a fan base that includes over 25 million die-hard Twitter followers and 37 million fans on Facebook. She is a platinum-selling recording artist whose latest album, *Demi*, hit #1 on iTunes in over 50 countries around the world. The lead single, "Heart Attack," earned Platinum status just ten weeks after its launch. Demi recently wrapped the North American leg of her WORLD TOUR and is currently touring Europe. DEMI WORLD TOUR was followed by her first headlining and sold-out NEON LIGHTS TOUR, named after her platinum single and Top 5 radio hit off her album, *Demi*. In 2014, she sold-out 30 shows and played over 70 shows to over half a million people. In addition to her musical accomplishments, this past year, her book, "Staying Strong: 365 Days a Year," became a New York Times best-seller and she created "Staying Strong: A Journal" to coincide, while simultaneously launching her very own skin-care line, "DEVONNE By Demi" and hair extension line, "Secret Color". Lovato was also named the first ever global ambassador for New York Color Cosmetics and is the current face of Skechers Global Campaign. As an outspoken advocate for young people everywhere, Lovato has become a role model by talking openly about her personal experiences and speaking out against bullying among other issues. She serves as an official Ambassador for We Day as well as Free The Children and recently launched The Lovato Treatment Scholarship Program, which helps people struggling with mental health and/or addiction issues cover the cost of treatment.

About Nick Jonas

Island Recording Artist, Nick Jonas announces himself as a brand-new musician on newly released self-titled solo debut. Who Jonas is now is a 22 year old multi-talented artist stepping out on his own and re-inventing himself after achieving worldwide fame with The Jonas Brothers. The Grammy-nominated group sold 20 million albums and toured the globe several times over before calling it quits in October 2013. Its youngest member has lived a lot of life in those years and his experiences are reflected on his upcoming album due out on November 11 via Island Records. The album's first single and radio hit, "Jealous", penned by Jonas and co-written by with Nolan Lambroza and Simon Wilcox is currently the #1 most added song at Top 40 Radio. Jonas attributes the album's darker overtones partially to the fact that while he was recording, he was also shooting the gritty television show *Kingdom* — a mixed martial arts family drama that premieres on DirecTV's Audience Network on October 8. Jonas plays an MMA prize fighter who holds his cards close to his chest. This September, Jonas embarked on a Club Tour in support of his album, and visited 12 cities across the United States and Canada including Houston, Dallas, Chicago, Boston, Los Angeles and New York.

About Shawn Mendes

Less than a year ago, Shawn Mendes posted his first cover to Vine. With only a 6 second clip of him singing, guitar in hand, the video took off like wildfire. Now 3 million Vine followers later, and only 16 years old, Shawn has become one of the most talked about young artists in music. His first single, "Life Of The Party", hit number one on iTunes within the first 2 hours of release, and debuted at number 24 on the Billboard Hot 100, making Shawn the youngest artist ever to enter the charts with a debut single.

Born and raised in the suburbs of Toronto, Mendes started singing at a young age, but never had any formal training and didn't take it seriously until about a year ago when he realized his voice was developing into something powerful. Whether in the shower, or listening to music on his headphones, he'd sing along to his favorite records, and one day decided he'd upload a cover to YouTube. It didn't take off at first, so he decided to turn to Vine since the app was becoming popular and it allowed him to post short song snippets. Almost immediately, the covers took off, gaining millions of views as a rabid fan base developed. In January, one of Shawn's covers caught the attention of music manager Andrew Gertler, who introduced Shawn to his now-label Island Records. With his debut single and recently released "Shawn Mendes EP" now under his belt, Shawn is currently crafting his debut album. Dubbed by Billboard Magazine as "Vine's first music star", Mendes has a bright future ahead.

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