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Doctors of the World Ebola Campaign Wins at 2015 Webby Awards

"More Than A Costume" Campaign Honored For Best Charitable Organization/Non-Profit In the 19th Annual Webby Awards

NEW YORK, NY (April 27, 2015)—Doctors of the World (MdM) announced today that its campaign "More Than A Costume" was honored for Best Charitable Organization/Non-Profit in the 19th Annual Webby Awards. MdM created the campaign in partnership with advertising agency Publicis Kaplan Thaler to raise funds for medical aid and supplies during last year's Ebola outbreak in West Africa.

"MdM is honored to be named among this year's list of online innovators in the 2015 Webby Awards," said Miranda Sissons, Doctors of the World USA executive director. "Harnessing the power of new digital tools to bring medical care to vulnerable populations is one of our highest priorities. We hope this award will bring renewed attention to those most in need around the world."

Hailed as the "Internet's highest honor" by *The New York Times*, <u>The Webby Awards</u>, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international award honoring excellence on the Internet. IADAS, which nominates and selects The Webby Award Winners, is comprised of web industry experts, including Tumblr founder David Karp, Lucky Magazine's editorin-chief Eva Chen, Instagram co-founder Kevin Systrom and mobile phone inventor Martin Cooper.

Established in 1996, The Webby Awards received nearly 13,000 entries from all 50 states and over 60 countries worldwide this year.

"A project of this caliber requires a great team," said Sissons. "We extend our sincere thanks to Publicis Kaplan Thaler and partners for their exceptional work on the 'More Than A Costume' campaign," said Sissons.

MdM launched the "More Than A Costume" campaign during the Halloween season to raise funds for protective equipment used by medical professionals, and other assistance, in the battle against Ebola. Donation suggestions ranged from \$1 for a set of latex gloves to \$500 for a protective hood to \$2,500 to deploy a doctor.

<u>Publicis Kaplan Thaler</u> developed the campaign in partnership with <u>MediaVest</u> and <u>MSLGROUP</u> for MdM. Pro bono print and digital ads ran in *The New York Times*, the *Wall Street Journal*, *USA Today* and elsewhere.

"Honorees like Doctors of the World are setting the standard for innovation and creativity on the Internet," said David-Michel Davies, executive director of The Webby Awards. "It is an incredible achievement to be selected among the best from the nearly 13,000 entries we received this year."

About Doctors of the World

Doctors of the World USA is a US non-profit that is part of the global Médecins du Monde network. It provides emergency and long-term medical care to vulnerable people, while fighting for equal access to healthcare worldwide. Founded in France in 1980, the network cares for the most vulnerable through 350 programs in 80 countries, including in the United States.

MdM is currently engaged in a major disaster relief effort in Nepal. In the days following the recent earthquake that killed at least 4,000, and injured over 7,000, MdM has sent 15 tons of medical supplies and an emergency medical team to aid rescue efforts.

Learn more at doctorsoftheworld.org.

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