News Release

WORLD ECONOMIC FORUM

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Lions Festivals Joins World Economic Forum " Creative for Good " Initiative

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- Cannes Lions organizers will provide award-winning campaigns to World Economic Forum ' s social marketing initiative, Creative for Good
- Creative for Good, an initiative of the World Economic Forum, the US Ad Council and Ketchum, was launched during the Cannes Lions Festival in June 2013
- The theme of the 44th World Economic Forum Annual Meeting is The Reshaping of the World: Consequences for Society, Politics and Business
- For more information, visit http://wef.ch/Davos

Davos-Klosters, Switzerland, 20 January 2014 – The organizers of the Cannes Lions International Festival of Creativity will make their most effective award-winning case studies available through Creative for Good, the World Economic Forum ' s online resource to inspire effective public education campaigns on a wide range of social issues worldwide.

In the agreement announced today, Lions Festivals will make case studies available from campaigns recognized at the 2013 Cannes Lions Festival in the special Grand Prix for Good category, which showcases communication programmes for charities, public awareness or non-profit organizations. The campaigns will be added to the Creative for Good site over the course of 2014, and will supplement the more than 70 cases already on the site. New material will be added after review and acceptance by an advisory board of experts from the fields of advertising, public relations, social marketing and public advocacy.

Creative for Good was launched at the Cannes Lions festival in 2013, and was developed by the Forum ' s Global Agenda Council on the Future of Media in partnership with the US Ad Council and the global PR consultancy, Ketchum.

" We are showcasing the power of creativity and creative industries to address difficult social problems through awareness and education. We are delighted with this injection of inspirational campaigns from the Cannes Lions

Festival " , said Diana El-Azar, Senior Director for the Media, Entertainment and Information industries at the World Economic Forum.

" It ' s fitting that our Grand Prix for Good winners will find additional exposure through Creative for Good. These are literally the best public education and awareness campaigns from every corner of the world. We are delighted to work with the Forum to find new ways to share and learn what works well to address tough problems in our communities " , said Philip Thomas, Chief Executive Officer of Cannes Lions.

The 44th World Economic Forum Annual Meeting is taking place from 22 to 25 January under the theme The Reshaping of the World: Consequences for Society, Politics and Business. More than 2,500 participants from 100 countries are taking part in the Meeting. Participants include more than 30 heads of state or government and 1,500 business leaders from the Forum ' s 1,000 member companies, as well as Social Entrepreneurs, Global Shapers, Young Global Leaders and representatives from civil society, media, academia and the arts.

The Co-Chairs of the Annual Meeting 2014 are: Aliko Dangote, President and Chief Executive Officer, Dangote Group, Nigeria; Kris Gopalakrishnan, President, Confederation of Indian Industry (CII); Vice-Chairman, Infosys, India; Jiang Jianqing, Chairman of the Board, Industrial and Commercial Bank of China, People ' s Republic of China; Joseph Jimenez, Chief Executive Officer, Novartis, Switzerland; Christophe de Margerie, Chairman and Chief Executive Officer, Total, France; Marissa Mayer, Chief Executive Officer, Yahoo, USA and Judith Rodin, President, Rockefeller Foundation, USA.

Notes to Editors

More information about the Annual Meeting 2014 is available at http://wef.ch/davos2014

View the best pictures from the Annual Meeting on Flickr at http://wef.ch/davos14pix

Free media access to the Forum press photo archive Swiss-Image at http://wef.ch/pics

Watch live webcasts of sessions at http://wef.ch/live and on demand at http://wef.ch/davos14video

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Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations (www.weforum.org).

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