




Empowering Girls Everywhere

The Barbie Movie empowered hundreds of thousands of girls around the world in partnership with Save the Children and Mattel via a global fundraising campaign featuring Margot Robbie, America Ferrera, Will Ferrel, Kate McKinnon and Simu Liu. We leveraged this summer's pink wave to provide girls the learning resources and support they need to make their dreams a reality.




SAVE THE CHILDREN & THE MOVIE BARBIE ARE HELPING CHILDREN ACHIEVE THEIR DREAMS

Meet four girls we're empowering →

AUBREE (2) SOUTH CAROLINA

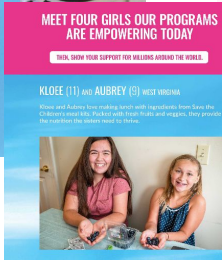
Home visits from Save the Children inspired Aubree's mom to be her daughter's first teacher, making the 2-year old a strong learner from the start.



MEET FOUR GIRLS OUR PROGRAMS ARE EMPOWERING TODAY

KLOEE (11) AND AUBREY (9) WEST VIRGINIA

Kloee and Aubrey have nothing more than legos for toys. From Save the Children's generosity, they got a new toy box and legos. They played for hours and the girls loved it.



ELIZABETH (7) KENTUCKY

Our literacy programs helped Elizabeth start on a journey for reading. Now, she's a reader for life with over 100 signed books to her name.



Barbie

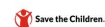
Only In Theaters
July 21

Help Girls Everywhere Achieve Their Dreams

Text "Barbie" to 707070

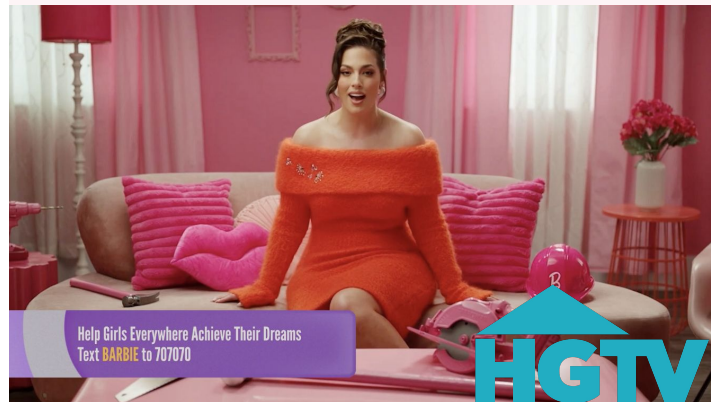
To help close the Dream Gap

You will receive a text from Pledge with information about donating. Message & data rates may apply.



©2023 Warner Bros. and All Rights Reserved ©2023 Mattel
Save the Children International Inc. and (501)(c)(3) nonprofit organization.

Barbie





Partnership Extensions



Margot Robbie Signed Barbie™ & Movie Doll Collection

Your bid supported: Save the Children



HAVE A NEWS TIP?
NEWSLETTERS
U.S. EDITION ▾

VARIETY

Film

TV

What To Watch

Music

Docs

Tech

Global

Awards C

HOME > FILM > NEWS

Jun 30, 2023 10:30am PT

Ahead of 'Barbie,' WBD and Mattel Launch Girls' Empowerment Initiative With Save the Children (EXCLUSIVE)

By Selome Hailu ▾



Warner Bros.



**IMPACT
YOUR
WORLD**

\$10M+
In Donations
for
Global Crisis
Response

120K+
Donations
from CNN
Viewers

\$300K+
In Newly
Generated
Revenue



CNN Impact Your World

disaster response fundraising for global, vetted nonprofits by utilizing **text-to-donate**, **QR codes**, and **embedded donation forms** to engage their worldwide audience in providing immediate response & relief.





Discovery

PROJECT CAT
CONSERVING ACRES FOR TIGERS

x VANS



GIVE A KICK FOR TIGERS

To celebrate some of the creatures that make our planet extraordinary, Vans® and Discovery partnered to create a collection that supports Project CAT's mission of sustaining a healthy habitat for tigers and all their future generations.

\$400K

Incremental
Revenue

\$20K

Raised for
Project CAT

**Project CAT x Vans apparel sold in
2,000+ stores | 84 countries**





x

Kellogg's



FIGHTING FOR FOOD SECURITY

Turn Up! Fight Hunger is a partnership between No Kid Hungry and Discovery, Inc. to help the 1 in 6 kids living with hunger in the U.S. Solutions team sold in multiyear PSA and show integrations featuring Kellogg's & Turn Up!

2B

Meals
provided

38%

Record high
text-to-donate
conversion rate

10

Sold
Sponsorships





x





WILD FOR CONSERVATION

Discovery Inc. and Samsung partnered to create the short film “Eye to Eye with the Tiger,” to raise awareness for Project CAT. The short follows wildlife photographer Yashas Narayan across India as he tracks down a rare wild cat in hopes of capturing a hunt on his Samsung Galaxy S21 Ultra. The doc and how-to videos were distributed across Discovery and Project CAT platforms.

\$500K

Incremental
revenue

\$20K

Raised for
Project CAT

17M+ Post Impressions
2M Pre-Roll Impressions

PRESS HIGHLIGHTS





Discovery
PROJECT CAT
CONSERVING ACRES FOR TIGERS

SAMSUNG
x Galaxy



[Watch Ad Here](#)



360° EXCLUSIVE PARTNERSHIP

Discovery and Target launched a multi-year, exclusive partnership with Target Toys to create Figures, Playsets, Plush and Pre-School toys, each sku includes pro-social component, with a percentage giveback to save wild tigers through Project CAT.



\$350K+ | **50%↑**

Raised for
Project CAT

Increase in retail
sales YOY

**Animal Planet program in 1,934
Target stores and a dedicated
brand page on Target.com**

**30+
Animal Planet-branded toys**



Conservation Investment Success

\$3M+ in
Donations
from
viewers in
95
countries

