

TBWA\WORLDHEALTH

TBWA\WorldHealth Celebrates First Anniversary by Mobilizing Offices to “Do Good” on World Health Day.

New York, NY – **April 7, 2017:** [TBWA\WorldHealth](#), a global healthcare communications network, celebrated its first anniversary by kicking off an agency wide collaborative effort to “Do Good” on behalf of others in honor of World Health Day.

TBWA\WorldHealth mobilized their US offices to give back via a two-tier initiative based on the agency’s ‘Do Good’ value’s message which states: Great work is fulfilling. We serve an even greater purpose, and measure our success by the impact we and our clients make on the world.

“Our 1-year anniversary is an important milestone and we’re celebrating through togetherness and community service.” said Robin Shapiro, Global President, TBWA\WorldHealth. ***“One of our five values is “Do good” and it reminds us to stay focused on our larger purpose. Nothing makes us feel more connected to each other than giving back.”***

TBWA\WorldHealth offices will kick off World Health Day with a multi-regional brainstorming session to initiate an agency-wide drive to assist a charity or cause they want to put their passion behind. Each individual agency group will then determine the activities that will support the charitable theme and coordinate their efforts on the same day in the near future.

The second initiative, spearheaded by Amy Gerstein, senior event planner of TBWA\WorldHealth, will provide an immediate positive impact on the day-to-day lives of those less fortunate—hygiene kits for the homeless. Agency offices in New York, Chicago, Irvine, and San Francisco will join the effort to assemble kits on behalf of the [Heartland Alliance](#), one of the world’s leading anti-poverty organizations. Assistance from the Offices Services team and branches of the agency’s Culture Club will provide Heartland Alliance’s outreach team with 550 hygiene kits that will be delivered via street teams to areas within Chicago where individuals are confronting homelessness.

The agency was eager to give back after a year of phenomenal revenue growth, consecutive new business wins, the addition of top talent, office expansion, and a number of industry awards. This full agency effort is a way to enhance the agency’s culture by bringing its values to life in new and engaging ways and while bringing employees together.