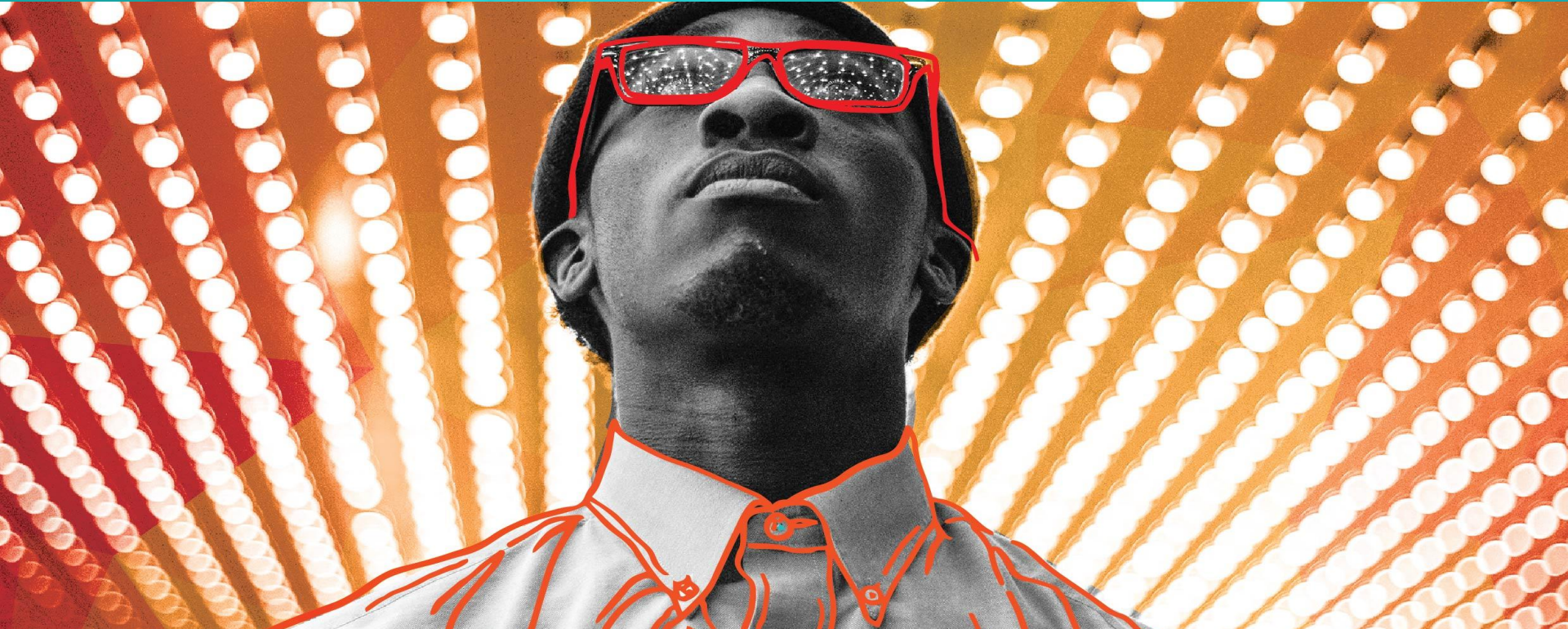




# PRESS RELEASES: Facepalms & High Fives





PART ONE:

**WHO ARE WE??**

Factor  
FOX

THE YEAR FACTORS: FUMBLE

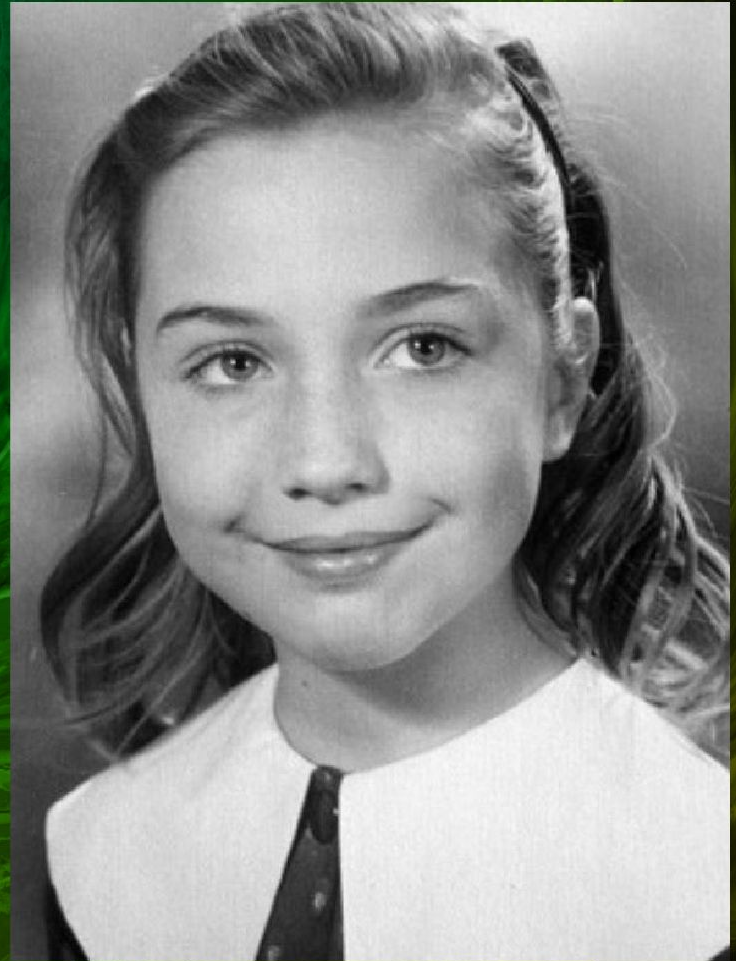
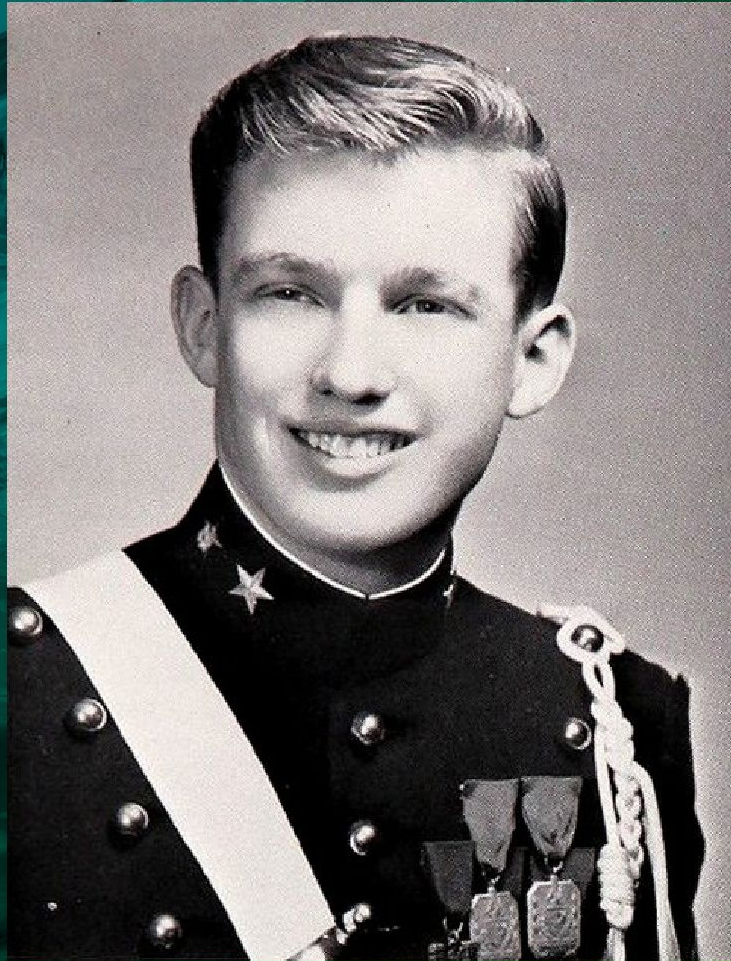


# LARGEST ORGANIZATION FOR YOUNG PEOPLE AND SOCIAL CHANGE *IN THE WORLD*





**Mobilize the most socially  
conscious, socially responsible,  
socially active generation of  
young people ever.**



**#1 Data & Stats: legit..!**

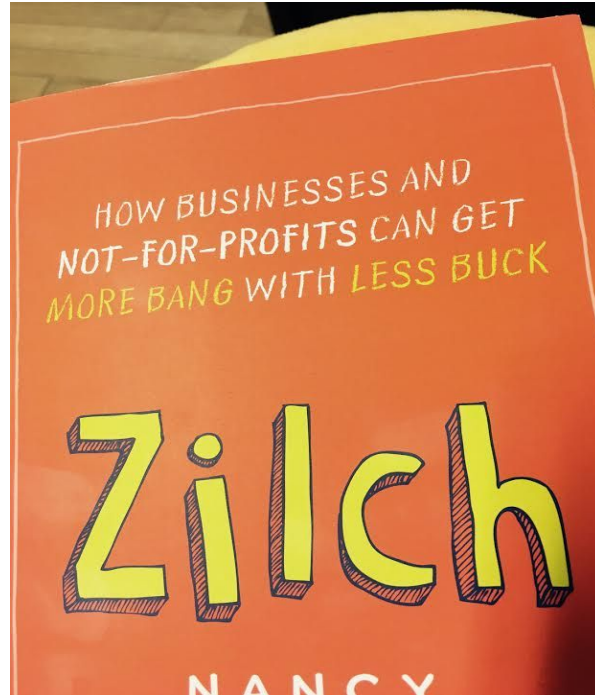
**#2 Prescriptive CTA: KISS**

**#3 Sponsor: friends 4eva!**

**#4 Celebrity = Cool + Built in Distro**

**#5 Video: SLIGHT (sound) MOTION**

# All for Zilch (aka No Budget)

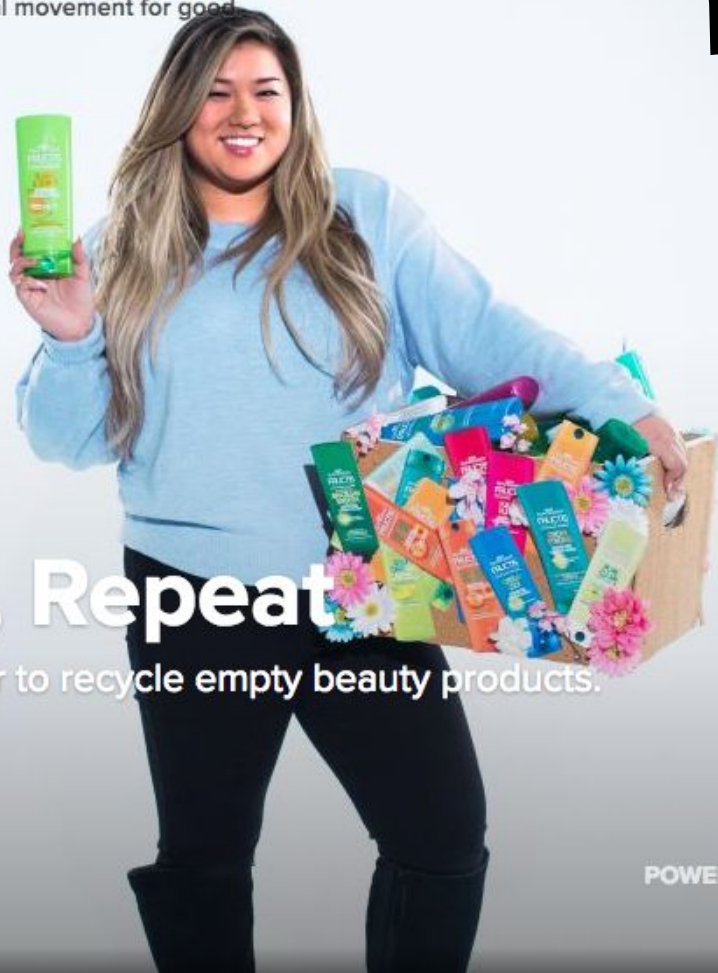




**What Is DoSomething.org?**  
A global movement for good



**HIGH FIVE:**



# Rinse, Recycle, Repeat

Make a recycling bin to make it easier to recycle empty beauty products.

Ends April 30

**SIGN UP**

← win a \$5,000 scholarship

POWERED BY **GARNIER**





# HIGH FIVE: Give A Spit



Johnson & Johnson





**FACEPALM:  
YATP**



**NO Video**

**No Context**

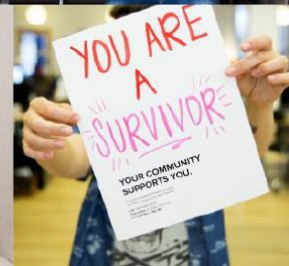
**No Narrative**

**No Expert**



AREA 5

***Do something!***



**#1 Data & Stats: legit..!**

**#2 Prescriptive CTA: KISS**

**#3 Sponsor: friends 4eva!**

**#4 Celebrity = Cool + Built in Distro**

**#5 Video: SLIGHT (sound) MOTION**

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**Cheers.**