

## Contact Information

Archelle Thelemaque  
(678) 799-5640  
emaphworldwide@gmail.com



## Protectors of the Endangered Launches Educational Platform with New Song, “Change the Tide”

*Educational Non-profit releases an instant classic performed by Broadway star, Kara Lindsay*

CHARLOTTE, N.C. -- Feb. 2, 2021 -- [Protectors of the Endangered](#), a new global educational non-profit, today launched its first original song to amplify their Educational Platform with the release of “Change the Tide,” a soon-to-be inspirational anthem performed by *Wicked* and *Newsies* alumna, Kara Lindsay.

From a global pandemic to a year full of major social and political moments, 2020 was nothing short of a redefining year for all that presented a series of challenges both nationally and internationally. Released on Jan. 1, 2021 for preorder, “Change the Tide,” is a song that recognizes these challenges, old and new, but encourages listeners to embrace the struggles and work together to make the world a better and safer place for all. “Change the Tide” is the product of a community effort, with Protectors of the Endangered leading the charge to rally support from Broadway stars, local community leaders, and other purposes-driven organizations to help the non-profit with its mission to inspire the next generation of leaders to become Protectors of our environment and our world.

“As a new mom, I haven’t had the chance to sing as much as I do, especially with the Broadway shut down,” said featured artist Kara Lindsay, “but “Change the Tide” is the opportunity for me to be creative while also being a part of sharing a message of caring for our world and each other that I will one day share with my son.”

### What’s Ahead

In addition to the release of “Change the Tide,” Protectors of the Endangered is gearing up for its Earth Day event and upcoming book release in April. In Dec. 2020, the non-profit also joined forces with *empath worldwide*, a pro bono communications collective and fellow mission-driven organization, to work together on a series of projects in the new year.

““Change the Tide” is inspired by our Avery and Masa chapter book series about two endangered heroes, A Red Panda and a Slow Loris who overcome all odds to protect each other and our planet,” said founder of the non-profit, creator and author of the *Avery and Masa: Protectors of the Endangered* book series, Michael Deeney. “It’s a song about friendship, hope and kindness and we are excited to share it.”

“Change the Tide” will be available for purchase on Apple Music and Amazon starting Feb. 2, 2021.

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### About Protectors of the Endangered

Founded in June 2020, **Protectors of the Endangered** is a non-profit organization dedicated to improving literacy and inspiring the next generation of young learners to protect each other and our planet. The non-profit provides full access to the Avery and Masa Educational Platform, featuring an original chapter book series and supporting STEAM-based curriculum

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with exciting activities and engaging videos for young learners, teachers and families. To learn more about supporting the Protectors mission, please visit [protectorsoftheendangered.org](http://protectorsoftheendangered.org).