

## Contact Information

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**PROTECTORS**  
OF THE  
**ENDANGERED**

**empath**  
WORLDWIDE

## Purpose-Driven Organizations Protectors of the Endangered and empath worldwide Form New Partnership

*First-of-its-kind educational nonprofit partners with trailblazing pro bono communications firm to kick off 2021*

CHARLOTTE, N.C. -- Dec. 22, 2020 -- [Protectors of the Endangered](#), a new global educational non-profit, today announced its partnership with [empath worldwide](#), the first integrated pro bono communications firm to emerge from the global pandemic.

According to the Literacy Project Foundation, 61% of low-income families do not have children's books at home in the U.S. Driven to face this challenge head-on, **Protectors of the Endangered** committed to donate 25,000 of its *Avery and Masa: Protectors of the Endangered* books and corresponding interactive, online curriculum to young learners, teachers, and libraries to help close the literacy gap for low-income families in the U.S. during its first year as an organization. The chapter-books and online platform engage social issues like friendship, diversity, leadership, self-esteem and conservation through the eyes of endangered animals who encourage young readers to continue these conversations beyond the educational series.

"Protectors of the Endangered is committed to working non-stop to engage students with our educational platform, lead them to discover the book series and inspire them to become future Protectors of our planet," said founder of the non-profit, creator and author of the *Avery and Masa: Protectors of the Endangered* book series, Michael Deeney. "By partnering with empath worldwide, we hope to reach new audiences and work together with other like-minded organizations to inspire the world and change the tide."

Up-and-coming pro bono communications firm **empath worldwide** is proud to partner with Protectors of the Endangered and welcome the organization into the firm's second class of clients. Empath worldwide and Protectors of the Endangered will collaborate on a number of projects in a mutual exchange of services where the organizations will support each others' branding, social media and media relations operations.

"In less than six months, empath worldwide made waves around the world by establishing ourselves as the next generation of leaders in our industry," says co-executive director of empath worldwide, Maya Malekian. "Our partnership with a mission-driven organization like Protectors of Endangered is how we inspire the generation following in our footsteps to do the same."

## What's Ahead

The two organizations will work together to achieve their goals by making waves to change the tide. In January 2021, empath worldwide will take on three new clients including Protectors of Endangered. To kick off the new year, Protectors of the Endangered will launch a new giving campaign with the release of its first original song "Change the Tide," to amplify the *Avery and Masa* educational platform. "Change the Tide" is performed by Broadway star Kara Lindsay known for her role of Glinda in the musical theatre blockbuster, *Wicked*, and

Katherine Plummer in Disney's classic *Newsies*. Proceeds from the "Change the Tide" song benefit the Protectors mission and will be available for preorder on Apple Music and Amazon starting Jan. 1, 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 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).

#### **About Empath Worldwide**

Founded in June 2020, **empath worldwide** is the first integrated pro bono communications firm to emerge from the global pandemic. The agency helps resilient organizations forge strong, virtual relationships with their communities across the globe through strategy driven by creativity, versatility, and adaptability. **empath worldwide** services clients in 12 cities across 3 different continents. To learn more, please visit [empathworldwide.com](http://empathworldwide.com).

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