



THURSDAY MAY 23

Noses On

Let's come together to end child poverty, one nose at a time.

What is Red Nose Day?

Red Nose Day is a national fundraising campaign to end child poverty in America and around the world. In the US, nearly 13 million children are living in poverty. Globally, about 385 million children are living in extreme poverty, which is defined as living on less than \$1.90 a day. Red Nose Day believes every child deserves to be safe, healthy and educated and given the very best chance to grow, learn and thrive.

Through the power of entertainment, Red Nose Day makes it fun to make a difference. In 4 years, Red Nose Day has raised nearly \$150 million and positively impacted the lives of over 16 million children.

How You Can Get Involved with Red Nose Day



Get Your Nose On

It all starts with the Red Nose, exclusively on sale at Walgreens stores nationwide during our 5-week campaign, starting **April 22**. Buy a Red Nose, or 5, and collect all of the Everyday Heroes Red Noses.



Start Fundraising

Create your own fundraiser to make an even bigger difference for children in need. It can be as simple or creative as you want. Visit RedNoseDay.org/Fundraise to get started.



Tune In and Celebrate!

Watch the Red Nose Day Special on **NBC, Thursday, May 23 at 8 PM.**

We're able to do what we do thanks to millions of Americans, hundreds of celebrity supporters and our Red Nose Day partners, including:



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