



Contact: Bill Daddi  
Daddi Brand Communications  
Bill@DaddiBrand.com  
646-370-1341  
917-620-3717

## **Verizon and the Nielsen Foundation Are Top Donors to the ARF's Diversity Initiative**

*The ARF's President and CEO encourages industry to donate by Labor Day*

*Companies contributing more than \$25,000 will be honored at this year's  
ARF David Ogilvy Awards*

**New York, NY (September 1, 2020)** – The ARF (Advertising Research Foundation) today announced that Verizon and the Nielsen Foundation have made major contributions to **ARF WIDE: Workforce Initiative for Diversity and Excellence**.

The donations will help ARF WIDE support the increase of industry diversity through scholarships, internships and networking opportunities. Students eligible for the program include those from minority groups, low-income families, disadvantaged urban, suburban or rural districts, or those who are first-generation college students.

“Since launching WIDE last month, the ARF is incredibly appreciative of the tremendous interest in the initiative, and we would like to especially thank our top donors, Verizon and the Nielsen Foundation. With the school season beginning, compounded by growing issues of social injustice and the COVID-19 pandemic, it’s imperative to ensure a more diverse workforce for our industry now and in the future,” said Scott McDonald, president and CEO, the ARF. “I encourage other industry leaders to follow in Verizon and the Nielsen Foundation’s footsteps.”

Because the donations were made before Labor Day, they will contribute towards Scott McDonald’s dollar-for-dollar challenge grant.

Verizon and the Nielsen Foundation will also be recognized among the companies and organizations contributing more than \$25,000 to ARF WIDE at the [2020 ARF David Ogilvy Awards](#), which will serve as a benefit for the program.

"At Verizon, we believe diversity is our greatest strength and core to how we deliver at speed and scale to keep the world connected," said Christy Pambianchi, Chief Human Resource Officer, Verizon. "We have the power and responsibility to shape a more equitable future, and that's why we are proud to support an industry-wide effort to build a pipeline of diverse young people who are eager to enter the industry. By investing in the development of a more inclusive workforce and providing underrepresented voices a clear path for advancement, we will unlock unimaginable growth and take our industry to the next level."

"The Nielsen Foundation, a private foundation originally funded by Nielsen, works to bridge divides through grants to reduce discrimination and promote inclusion. Making an impactful grant to ARF Wide aligns well with that mission," said Emily Epstein, President, the Nielsen Foundation. "We hope that our grant can help to open the necessary doors for diverse youth looking to pursue a career in the advertising, media, and research/analytics industries."

Approved by the IRS as a 501(c)3 subsidiary of the ARF in 2019, ARF WIDE is a fully tax-deductible charity. To learn more about participating, please visit <https://thearf.org/wide/>.

### **About The ARF**

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit [www.thearf.org](http://www.thearf.org).

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