

Change 4 Life Media event

Advertising Association (Business4Life)

The Advertising Association's Business4Life coalition has 32 members representing a broad range of commercial partners, from retailers to manufacturers, media, agencies, and representative bodies. They have committed to working in partnership with Change4Life to deliver a media equivalent value of £200m of in-kind contribution. Activities with individual members are currently in various stages of development and some are being announced as part of the event.