

Young Lions Competition 2014

»Public Relations«

PEPITA ADELMANN
DORIS CHRISTINA STEINER



BACK IN BLACK



Margit, 48

I still feel bad thinking back of the time. All the things Julia could have had, if we would have been a normal family...

175.000

WOMEN

19x
€20/year

A Quarter

€ 875.000

Our programme targets **women** between **40 and 70**
divorced, separated or widowed with at least
one **teenage child** or older,

to **overcome their unjustified feelings of**
remorse towards their child

by asking them to **accompany a child through**
turbulent times

through stories that **evoke emotions** based on their
personal experience

to result in them **donating at least 20 Euros** a year
for RAINBOWS.



ALLOW THEM TO BE KIDS AGAIN...



My diary was my best friend in those days

How Peaches Geldof's children can overcome their loss

My mum was a superheroine during this hard time

**If I would have known how my
son suffered during my divorce...**

**Children from divorced families are prone
to suffer from depression at an early age**