

## Presseinformation

### **F&H Porter Novelli dedicates its work to Children for a better World e.V.**

**Munich, April 14, 2009: The PR agency F&H Porter Novelli recently began to work for the pro bono client Children for a better World e.V. The agency is now responsible for the strategic public relations of the children's aid organisation.**

“We are very pleased to support Children for a better World e.V. and to be able to make a valuable contribution to the work of the children's aid organisation“, emphasizes Helmut Freiherr von Fircks, managing director of F&H Porter Novelli. A team of four people takes care of the pro bono project and helps the organization with its wide-ranging expertise. Besides classic media relations the focus will be on targeted agenda setting in the media. The PR goal of this long-term cooperation is to boost public perception of children and young people who are in particular need of assistance and to sharpen the profile of the children's aid organisation. “The perception of our work in the public is an important guarantor for our success. We are looking forward to working with very experienced communication consultants at F&H“, says Dr. Florian Langenscheidt, founder and CEO of CHILDREN.

Children for a better World e.V. was founded in 1994 by Dr. Florian Langenscheidt and 30 engaged individuals from a wide spectrum of professional fields. So far, the non-profit organisation has collected more than 20 million Euros in donations and has supported countless projects for children without home or hope.

**Press contact:**

F&H Public Relations

Anja Timmel, Inken Tietz

Nymphenburger Straße 136  
80636 Munich

[a.timmel@f-und-h.de](mailto:a.timmel@f-und-h.de)

Phone: 089 121 75 264

Fax: 089 121 75 197