



A PLUS AND GOOD AMPLIFIED JOIN FORCES IN SUPPORT OF DKMS TO CREATE NEWFRONT SWAB HEROES

**Together They'll Surprise Attendees and Encourage Swabbing to Delete Blood
Cancer During 2017 NewFronts**

NEW YORK, NY – MAY 3, 2017 – A Plus, a Chicken Soup for the Soul company, announced today that they, in partnership with Good Amplified, are supporting DKMS by swabbing and driving awareness during the 2017 NewFronts. The organizations will be surprising NewFront attendees while they are waiting in NewFront lines. Attendees will be given the opportunity to use their otherwise wasted time standing in line to do good.

DKMS, is an international nonprofit dedicated to lead the fight to delete blood cancer by empowering people to take action, donate bone marrow and save lives. Leading the NewFront movement APlus.com and Good Amplified will have NewFront attendees swab the inside of their mouths to be added to the DKMS bone marrow registry. Approximately 70% of all patients in need of bone marrow transplants must find a matching donor outside of their family. Using the registry, doctors can search and find a matching donor for patients in need of blood stem cells or bone marrow. [Click here](#) to watch how to swab.

“At A Plus we engage in positive journalism in order to facilitate positive change,” said William J. Rouhana, Jr. CEO of [APlus.com](#). “Sometimes we even attempt to initiate that positive change as we are doing at the NewFronts this year. We’re excited to be able to help DKMS further their mission and to encourage people to give back through an act as simple as swabbing.”

“We know storytelling is the most impactful tool in creating engagement and ultimately change so we chose to target the NewFronts,” said Amber J. Lawson, Founder and CEO of Good Amplified. “DKMS is one of many partners in the Good Amplified network. We are excited to empower the NewFront attendees to be heroes by just standing in line and swabbing!”

Anyone attending the NewFronts this week should be ready to meet the team and become a #NewFrontSwabHero. For more information about DKMS, please visit <https://www.dkms.org/>.

ABOUT A PLUS

A Plus, a Chicken Soup for the Soul company, is a digital media company devoted to delivering positive journalism to its readers. Its growth has been powered by a dynamic combination of proprietary technology and commitment to high-quality, empathetic storytelling. A Plus aims to challenge the status quo in media by focusing its content mission on positivity and social change. For good news, visit <http://www.aplus.com>.

ABOUT GOOD AMPLIFIED

Good Amplified is the first and only multichannel YouTube network helping nonprofits build and engage with communities, drive awareness, and create revenue streams through channel optimization and influencer matchmaking. Founded by Amber J. Lawson and based in Venice, California, the company's primary goal is to do good at scale, while innovating nonprofit marketing on the number one video platform in the world. For more information, visit <http://www.goodamplified.com/>.

ABOUT DKMS

DKMS is an international nonprofit organization dedicated to eradicating blood cancers like Leukemia and other blood-related illnesses inspiring both men and women around the world to register as bone marrow



and blood stem cell donors. DKMS is providing patients with a second chance at life, working closely with families from diagnosis to transplant and beyond. The donor journey begins with a swab of the cheek that takes less than 60 seconds and can be the action that leads to a lifesaving transplant. DKMS, originally founded in Germany in 1991 by Dr. Peter Harf, has organizations in Poland, Spain, the United Kingdom and the United States. The U.S. office was started in 2004. Globally, DKMS has registered more than 7.2 million people. To join the fight against blood cancer or for more information, please go to [dkms.org](https://www.dkms.org). To register visit <https://www.dkms.org/en/register>. To subscribe, visit <https://www.youtube.com/user/deletebloodcancer>.

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