



MEDIA RELEASE

BIG FM JOINS HANDS WITH CRY – CHILD RIGHTS AND YOU TO SPREAD HAPPINESS FOR CHILDREN ON ‘INTERNATIONAL DAY OF HAPPINESS’ - MARCH 20

“Actress Richa Chadda launched the campaign and encouraged children and citizens to share their stories of happiness.”

Mumbai, March 16 2018: With an aim of spreading happiness always, **BIG FM**, India’s largest radio network has joined hands with leading child rights NGO **CRY – Child Rights and You**, for ‘International Day of Happiness.’

Through this initiative – **BE HAPPY. CREATE HAPPINESS FOR CHILDREN**, CRY and BIG FM aim to create awareness about this day by encouraging children and citizens to share their stories of happiness. They also urged Mumbaikars to spare a thought on what each one of them could do to make this world a happier place for children.

Talented actress Richa Chadda has come on board to lead the campaign and highlight the need to celebrate this important day and create happy childhoods for the children of our country.

As part of the initiative, BIG FM will interact with children from CRY supported projects across the cities of Mumbai, Kolkata and Bangalore who will share their stories of happiness. Through an engaging contest, the radio network will also invite listeners to share their stories and moments of happiness. The 5 best ideas will be felicitated with the title of ‘Happiness Heroes’. Lucky callers will also be invited to the radio station and get an opportunity for a meet and greet with BIG MJ Rani

Commenting on this association, a **spokesperson from BIG FM** said, “BIG FM as a responsible medium has always leveraged its strength in bringing about a positive change. Our association with CRY on International Day of Happiness is a step in that direction. Celebrating this day is a great way to interact with our listeners as well as hear memorable and happy moments from children who CRY has nurtured.”



“A happy child is one who is protected, who has the opportunity to be healthy, to learn and be creative. Most of all a happy child is one who enabled to look at life with hope and is given the chance to fulfil his/her potential. This is the vision of CRY – for every child in India, regardless of who they are or where they come from. We are thrilled to join hands with BIG FM to take this message out there, and we are also honoured to have Richa Chadda join us to promote this cause,” says **Kreanne Rabadi, Regional Director, CRY-West**

Talking about the campaign, popular actress **Richa Chadda** said, “I am very proud to be associated with this thoughtful concept by CRY and BIG FM. I would urge more and more people to come forward and share their happiness stories. We should celebrate International Day of Happiness every day.”

*CRY – Child Rights and You (formerly known as Child Relief and You) is an Indian NGO that believes in every child’s right to a childhood – to live, to learn, grow and play. For over 30 years, CRY and its partners have worked with parents and communities to ensure Lasting Change in the lives of more than 20 Lakh underprivileged children. For more information please visit us at www.cry.org. For further information please contact: **Mamta Sen, Senior Manager, Media Advocacy, CRY, email id: mamta.sen@crymail.org, Phone: 91-7718976559***

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