Charity Educate A Child Looks to London Audience with New Taxi Ad Campaign

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London Taxi Advertising is proud to unveil a new three month taxi advertising campaign in the capital alongside charity Educate A Child, with **stunning superside advertisements** making a big impact on the city's residents, commuters and tourists.

The taxi advertising strategy is part of Educate A Child's campaign to increase awareness of its cause amongst a UK audience and attract partners to help it achieve its goal of significantly reducing the number of children around the world who are currently missing out on their right to an education.

The stand-out advertisements are eye-catching in their colour and design, with the campaign guaranteed high exposure with adverts appearing on both sides of the iconic London black cab as it travels around the city.

There are 58 million out of school children around the world who have no access to education, facing barriers which include poverty, conflict, and discrimination. Educate A Child, a global programme launched by Her Highness Sheikha Moza bint Nasser, aims to reach 10 million of these children by the end of 2016 and provide them with access to quality primary education. Educate A Child, based in Qatar, has recently established an office in London, which will initially focus on engaging audiences from the UK and Europe in particular.

For more information on Educate A Child, visit their website educateachild.org.

If you'd like to know more about what taxi advertising could do for your brand, **get in touch with London Taxi Advertising** today.

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