Watch video advertisements to end poverty with Lechawo.com

Friday 22 August, 2014

An utterly innovative new platform launches this week that seeks to address the global problem of extreme poverty. Delivered by Enceed Ltd, the ground breaking project aims to combat poverty around the world and help millions of children and women it affects through the power of advertising.

Established to change the world for the better, Lechawo is the first project from Enceed Ltd and will donate 100% of its profits to international charities Save the Children, Water Aid, UNICEF, Oxfam and Care. The website displays business advertisements for internet users to watch, and Lechawo.com receives a fee of approximately 5 cents for each play which will be invested in child welfare, education and microfinance etc. The founders expect to raise $450 million per year if just 1 out of 100 global web users watch one video six days a week.

https://lechawo.com/

YouTube: https://www.youtube.com/user/lechawo
Twitter: https://twitter.com/lechawo

About Lechawo: Lechawo.com is hoping to change the world one click at a time. Businesses can place their advertisements through online Advertising Networks such as Yashi and Google Adsense, and for each play of the video Lechawo will receive approximately 5 cents. All profits generated from the website will be donated to save the Children, UNICEF, Water Aid, Oxfam and Care.

About Enceed Ltd: Enceed Ltd. (registered in the UK, company number 08976999) was born of the idea that we can all make a difference to end extreme poverty. We believe that the answer to this global problem is education. We are developing a business where at least 50% of our annual profits will be donated to charities whose primary concern is the welfare of helpless children and the eradication of poverty. Our first project is Lechawo, where 100% of profits will be donated to five children's welfare and poverty charities.

-Ends-

Media:

Lechawo
Let's change the world
Let's end extreme poverty

Related Sectors:

Children & Teenagers ::
Environment & Nature ::

Related Keywords:

Children :: Water :: Poverty :: Aid :: International ::

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Company Contact:

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Lechawo.com

E. info@Lechawo.com
W. https://www.Lechawo.com

Additional Contact(s):
Mr S Baba 08976999

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