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ChildFund wins a Webby: Campaign to protect children online takes home a People's Choice award

[Richmond, Virginia – April 29, 2024] – [ChildFund's](#) #TakeItDown campaign is the [People's Choice Winner of a Webby Award](#) for BEST social impact campaign in the 28th Annual Webby Awards Internet Celebration. Hailed as the "Internet's highest honor" by *The New York Times*, the Webby Awards received nearly 13,000 entries from over 70 countries and all 50 states and generated over 9 billion media impressions worldwide. The Webby Awards, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international awards organization honoring excellence on the Internet.

[#TakeItDown](#) is ChildFund's national campaign designed to build public support for legislation forcing tech companies to proactively detect, report and remove child sexual abuse content from their platforms. As the amount of child sexual abuse imagery online continues to skyrocket, tech companies continue to do too little to protect children online, and they're only required to report child sexual abuse material when it is reported to them.

"This award gives the campaign a boost of recognition while the U.S. Congress considers numerous pieces of legislation," said Erin Kennedy, ChildFund's VP for External Affairs and Partnerships. "Online sexual exploitation of children is a major issue affecting children in our programs and around the world. We want technology companies to recognize their responsibility. Profit should not come before the protection and well-being of children."

Centered around a short film called "Monster," #TakeItDown highlights how easy it is for abusers to harm children online and [invites the public](#) to raise their voices on the issue by tweeting to Congressional leaders. Developed for ChildFund by the social impact agency [WRTHY](#) with support from the Oak Foundation, the campaign draws on the experiences of survivors and connects site visitors with resources to access support, learn about online safety, report child sexual abuse online and more.

About ChildFund

Founded in 1938, ChildFund works throughout Asia, Africa and the Americas, including the United States, to connect children with what they need to grow up healthy, educated, skilled and safe — at home, in school, in community, online. Last year, we reached 21.1 million children and family members in 23 countries. About 200,000 Americans support our work by sponsoring individual children or investing in ChildFund programs. Find out more at www.ChildFund.org