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We Thrive Media Named Finalist in Sixth Annual Anthem Awards for Black Lives Matter Campaign

Atlanta-based agency recognized among more than 2,500 global submissions for campaign celebrating Black changemakers and advancing racial equity

ATLANTA, Oct. 15, 2026 — We Thrive Media has been named a finalist in the 6th Annual Anthem Awards for its Dreamers & Disruptors: Turning an Anniversary Into a Movement of Recognition campaign, developed for the Black Lives Matter Global Network Foundation. Recognized in the Human & Civil Rights Social Campaign category, the work was selected among the highest-scoring projects from more than 2,500 submissions worldwide.

The Anthem Awards, presented by the International Academy of Digital Arts and Sciences, recognize excellence in social impact initiatives from organizations, brands and individuals worldwide.

Developed to commemorate Black Lives Matter's 13th anniversary, Dreamers & Disruptors transformed a milestone celebration into a platform recognizing Black organizers, advocates, healers, culture builders and emerging leaders. The five-week organic social media campaign translated six foundational pillars into seven award categories, creating opportunities for community members to nominate and celebrate individuals advancing change in their communities.

Through an integrated strategy spanning Instagram, Facebook, Threads, X and the Black Lives Matter website, We Thrive Media built awareness, encouraged participation and amplified the stories of honorees. The campaign generated 1.7 million impressions, more than 20,000 engagements and 2,800 shares, while attracting 100 award

applications, doubling its original goal. Collaborations with honorees further extended the campaign's reach through community-generated content and social sharing.

"For us, this campaign was about more than marking an anniversary. It was about creating space for the people doing the work of building Black futures to be seen, celebrated, and supported," said Noelle Jones Aladesuyi, founder and CEO of We Thrive Media. "The response showed what happens when storytelling moves people from awareness to participation. This recognition affirms the value of culturally grounded work that puts communities at the center."

"We're thrilled to see the impact sector bounce back, share their stories, and expand their impact after a challenging year last year," said Patricia McLoughlin, Anthem Awards general manager. "This year's finalists are truly setting the standard for how to advocate for a cause, inspire action, create impact, and overall make this world a better place."

As a finalist, We Thrive Media is eligible for a Gold, Silver, or Bronze Anthem Award, selected by the competition's judges, as well as an Anthem Community Voice Award, determined through public voting in partnership with NationBuilder.

Supporters can vote for Dreamers & Disruptors at celebrate.anthemawards.com through Oct. 29, 2026, at 11:59 p.m. PDT. Winners will be announced Nov. 5, 2026.

About We Thrive Media

Founded in Atlanta in 2015, We Thrive Media is a marketing agency specializing in culture-driven campaigns for brands and mission-driven organizations across entertainment, education, health care, technology, social impact and sports. The agency combines strategy, content and audience insight to help clients grow visibility, engagement and brand relevance.

About The Anthem Awards

Launched in 2021 by The Webby Awards, The Anthem Awards recognizes impactful brands, nonprofits and individuals setting the standard for good worldwide. The Anthem Awards honors work across seven core causes: Belonging & Inclusion; Education, Art & Culture; Health; Human & Civil Rights; Humanitarian Action & Services; Sustainability, Environment & Climate; and Technology. This season's partners and sponsors include NationBuilder, Sustainable Brands, NationSwell, The Bloom, the Social Innovation Summit and The Nonprofit Alliance. The awards were founded in partnership with the Ad Council, Born This Way Foundation, Feeding America, GLAAD, Mozilla, NAACP, NRDC, WWF and XQ.

About The Webby Awards

Hailed as the "Internet's highest honor" by The New York Times, The Webby Awards is the leading international awards organization honoring excellence on the internet,

including Websites and Mobile Sites; Video & Film; Advertising, Media & PR; Apps, Software & Immersive; Social; Podcasts; Games; Creators and AI. Established in 1996, The Webby Awards received over 13,000 entries from all 50 states and over 70 countries worldwide this year. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS).

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