

What is Red Nose Day?

Red Nose Day is an event dedicated to raising money to help lift children and young people out of poverty in the U.S. and some of the poorest communities the world. It's based around an amazing TV show, featuring the country's favorite comedians, musicians and Hollywood stars — a mixture of incredible entertainment and emotional films. This ignites a whole campaign encouraging people from all walks of life to have fun and raise money — through buying noses, organizing fundraising events and watching and giving to the live TV show on Thursday, May 21 at 8/7c on NBC.

Red Nose Day Heritage

In the U.K., **Red Nose Day** is an inspiring cultural phenomenon that unites people from all walks of life in the interest of saving and changing lives. Co-founded by film director/writer Richard Curtis (*Notting Hill*, *Bridget Jones's Diary*, *Love Actually*) and charity worker Jane Tewson, the BBC event has raised more than \$1 billion to date. Since its launch in 1988, **Red Nose Day** has become a British institution when people can get together and do something funny for money at home, school, and work. There's a fantastic night of TV on the BBC, with comedy and entertainment to inspire the nation to give generously. Money raised by **Red Nose Day** in the U.K. helps people living tough lives across the U.K. and Africa.



**RED
NOSE
DAY**

**Fun-raising...
for an awesome cause.**

**THURSDAY MAY 21
LIVE! 8/7c**

