

Investigation Discovery Partners with PEOPLE for National Public Affairs Campaign, "INSPIRE A DIFFERENCE"

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- ID's Year-Round Initiative, "INSPIRE A DIFFERENCE," Strives to Educate and Empower Those Affected by Issues of Crime and Social Injustice -
- PEOPLE to Co-Host Annual "INSPIRE A DIFFERENCE" Honors Event in NY on Nov. 2 -

SILVER SPRING, Md., Aug. 17, 2017 /PRNewswire/ -- Investigation Discovery (ID), America's leading crime and justice television network, announced today it will join with Time Inc.'s PEOPLE, America's leading multimedia brand mixing entertainment news, lifestyle coverage and human interest reporting, for [INSPIRE A DIFFERENCE](#). Launched in April 2013, [INSPIRE A DIFFERENCE](#) is ID's public affairs campaign designed to inform a national dialogue around such topics as violence against women, domestic abuse, bullying, and the suppression of civil rights, while inspiring viewers to take action and make a difference in the lives of others. As part of the partnership, PEOPLE will co-host the annual [INSPIRE A DIFFERENCE](#) honors event in New York on Thursday, November 2, to recognize the powerful work of three celebrity honorees and one everyday hero for their commitment to raising awareness and providing resources and education to victims of crime and social injustice.

In addition to the annual [INSPIRE A DIFFERENCE](#) Honors Event, ID will leverage the power of the PEOPLE brand by activating its readers to nominate an everyday hero in the magazine's August 28th issue, which hits newsstands nationwide on Friday, August 18th. One reader will be honored in a fall issue of PEOPLE, and their chosen charity will receive a \$5,000 donation from ID.

"PEOPLE has become a great programming partner to ID through our hit series **PEOPLE MAGAZINE INVESTIGATES**, and we were looking for ways to extend our relationship beyond the screen in a meaningful and impactful way," said Henry Schleiff, Group President, Investigation Discovery, Destination America and American Heroes Channel. "The power of PEOPLE's editorial in their special sections honoring everyday heroes, as well as their special editions that put the focus on challenges facing women, aligns perfectly with our **INSPIRE A DIFFERENCE** mission to spread information and awareness about injustices that affect people every single day."

"Part of PEOPLE's mission since it first launched more than 40 years ago was to celebrate ordinary people who do extraordinary things," said Jess Cagle, Editor in Chief, PEOPLE. "Our 'Call to Action on Gun Violence' in 2015, and more recently, our 'Women Speak Out' series on sexual assault, along with PEOPLE's continuing human interest coverage of families overcoming adversity, encourage our audience to make positive changes in their lives and their communities. We are delighted to partner with ID on its INSPIRE A DIFFERENCE campaign, which dovetails perfectly with PEOPLE's original mission."

Since its inception four years ago, [INSPIRE A DIFFERENCE](#) has garnered resources and support for its viewers from leading national nonprofit partners such as [No More](#), [Safe Horizon](#), [HELP USA](#), [Unicef](#), [One Love Foundation](#), the [National Center for Victims of Crime \(NCVC\)](#), the [National Network to End Domestic Violence \(NNEDV\)](#), [The National Domestic Violence Hotline](#), [Joyful Heart Foundation](#), and the [Alicia Project](#), among many others. Past celebrity honorees have included Angie Harmon, Joy Behar, Marcia Gay Harden, Kristen Chenoweth, Rosario Dawson, and Dave Navarro.

About PEOPLE

Time Inc.'s PEOPLE revolutionized personality journalism when it launched as a weekly in 1974 with a mission to celebrate extraordinary people doing ordinary things and ordinary people doing extraordinary things. Ubiquitous and still at the center of pop culture more than 40 years later, the PEOPLE brand is accessible across all media and platforms (print, digital, video, OTT, mobile, social) bringing millions of consumers a unique mix of breaking entertainment news, exclusive photos, video, unparalleled access to the red carpet, celebrities, and in-depth reporting on the most compelling newsmakers of our time. An essential component of PEOPLE's editorial vision remains human interest stories, which touch and often mirror the lives of our passionate audience. ComScore ranks the PEOPLE/Entertainment Weekly Digital Network No. 1 in the entertainment news category. And now, the PEOPLE/Entertainment Weekly Network

(PEN) app offers a free, advertiser-supported OTT streaming video service. PEOPLE is an award-winning 24/7 news organization headquartered in NYC with reporters worldwide. For more information visit PEOPLE.com and Timeinc.com, and follow @people on Twitter and Instagram, @peplemag on Facebook, and the PEOPLE channel on YouTube and on Snapchat's Discover.

About Investigation Discovery

Investigation Discovery (ID) is the leading crime and justice network on television and one of America's fastest growing cable networks, delivering the highest-quality programming to approximately 85 million U.S. households. From harrowing crimes to the in-depth investigations and the heart-breaking mysteries that result, the always revealing network challenges our everyday understanding of culture, society and the human condition. ID's national public affairs campaign, INSPIRE A DIFFERENCE, is designed to inform a national dialog around such topics as violence against women, domestic abuse, social and civil rights, mental health, bullying and sexual assault, while inspiring viewers to take action and make a difference in the lives of others. More information and partner resources can be found at InspireADifference.com. To learn more about ID, please visit InvestigationDiscovery.com, facebook.com/InvestigationDiscovery, or twitter.com/DiscoveryID. ID is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in 220 countries and territories.

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SOURCE Investigation Discovery

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