John Legend Launches Inspiring New YouTube Docu-series "Can't Just Preach" With WeTransfer

'Can't Just Preach: Sybrina Futon' Episode One out today on WeTransfer.com

Still image from the first episode 'Can't Just Preach: Sybrina Futon'

John Legend has announced the premiere of YouTube's first-ever "call to action" series, Can't Just Preach. The inspiring five part docu-series, presented with WeTransfer and Columbia Records, spotlights some of the brightest changemakers who are striving to make a difference in their community. John handpicked the inspiring individuals in the series, including Sybrina Fulton (Founder, The Trayvon Martin Foundation) who is featured in the premiere episode out now on we.tl/johnlegend.

Upcoming episodes will highlight Jaclyn Corin (Co-Founder, March For Our Lives); Desmond Meade (Executive Director, Florida Rights Restoration Coalition); Isa Noyola (Deputy Director, Mijente and Mijente Support Committee); and Efrén C. Olivares (Racial & Economic Justice Program Director, Texas Civil Rights Project). The series will also include additional behind the scenes content and commentary.

Jamal Dauda, Global Head of Music from WeTransfer, says:
"John has proven himself to be such a powerful storyteller in so many different mediums and we feel a shared passion at WeTransfer to help craft and elevate these kinds of narratives. This project felt like a golden opportunity to bring forward diverse and necessary stories of social change, and we couldn't imagine better partners than John and his team to do so."

The series follows the release of John Legend's latest single "Preach," whose video has publicly fundraised (via a donate button) to FREE AMERICA. John has also pledged a donation of $100,000 in support of the campaign.

Listen to John Legend' "Preach" here: http://smarturl.it/JLPreach

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ABOUT WETRANSFER

WeTransfer makes beautifully obvious tools that bring ideas to life. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with over 2M monthly readers), mobile app 'Collect by WeTransfer' (with over 4M monthly users), quick slide-making tool Paste™ (with over 100,000 teams), immersive sketching tool Paper® (with over 25M downloads), and the original web platform with 43M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing "offline" values - trust, transparency, and ethics - online. This means the leanest data policy possible and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016,

WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a $25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste™ and expanded its US presence to Seattle and New York City.