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Adrienne Warren & Robitussin Team Up to Increase Access to the Performing Arts in Underserved Communities

Warren shared, "I am excited to lend my platform to the incredible students of the All Stars Project to ensure the next generation has equal opportunities,"

By Chloe Rabinowitz

GSK Consumer Healthcare's Robitussin brand today announced a partnership with the All Stars Project, Inc. to help provide access to performing arts education for youth in underserved communities. Robitussin believes that everyone has a unique voice that deserves to be celebrated but recognizes that not everyone has equal opportunities for letting their voices be heard. To help provide a platform and opportunity for self-expression, Robitussin is teaming up with Tony Award-winning actress, Adrienne Warren, to shine a spotlight on the next generation of undiscovered voices.

According to the National Center for Education Statistics, Black and Hispanic students have significantly less access to quality arts education programs compared to their White peers, even though studies have shown that exposure to the arts positively impacts graduation rates¹. To ensure all youth have the opportunity to receive an arts education, Robitussin is taking a first step in helping to bridge the inequities gap by committing a \$50,000 donation to the All Stars Project, Inc. in 2021. The All Stars Project is a privately-funded, national non-profit that provides free performing arts and afterschool development programs to underserved youth and their families around the country. The brand has also enlisted the help of Adrienne Warren to lend her social platform to the students of the All Stars Project, giving these young voices a time to shine and driving awareness of the organization. Fans can tune in as Warren and the students of the All Stars Project come together and use their voices for good through an Instagram Live on Tuesday, November 30th.

As a breakout performing artist known for leading roles on Broadway and beyond, Warren has been a long-time supporter of the performing arts community and a vocal advocate for equal opportunity within the industry.

"As a black woman and an artist, it has always been important to me to do what I can to use my voice for those who are unheard and seen. It is my honor to join Robitussin in helping to bridge the gap so that all voices have the same opportunities to be heard, on the stage and in life outside the arts," said Warren. "Having access to the performing arts as a child myself was a pivotal part of my life, and I am excited to lend my platform to the incredible students of the All Stars Project to ensure the next generation has equal opportunities for self-expression."

In addition to making a performing arts education more accessible for all, Robitussin believes equal voices also means equal access to necessary cough care solutions. However, a recent Gallup Poll showed that nearly 1 in 5 say they cannot afford necessary care. To help ensure cough care solutions are available to all, Robitussin has partnered with Good360, the global leader in product philanthropy and purposeful giving, to donate product to organizations and communities in need. For every fan that tunes into the Instagram Live with Warren and students from the All Stars Project on November 30th, an additional product donation will be triggered.

"Robitussin exists to shut coughs down so that all voices can be heard, yet there are significant equity gaps in access to both cough care solutions and opportunities for self-expression," said Jennifer Yomoah, Brand Director at GSK Consumer Healthcare. "While there is a long way to go in achieving equal access and opportunities for all, we are committed to bridging the gap, and our partnerships with Adrienne and the All Stars Project, as well as our product donation through Good360, help us get one step closer to that goal."

For more information on the All Stars Project, Inc. visit allstars.org or follow on Instagram. To learn more about Robitussin and its mission of ensuring every voice is heard, visit www.Robitussin.com and follow the brand on Instagram, Twitter and Facebook.