

**Effie LIONS Foundation's  
Effie Collegiate US Program Partners with UNA-USA for  
2026 Spring Semester Brand Challenge**

**Marketing Students Are Invited to Create Impactful Integrated Brand  
Campaign with National Impact**

New York, February 13, 2026 – The Effie LIONS Foundation, a global not-for-profit committed to building a marketing industry for everyone by empowering future talent through education, experiences, and unparalleled access - has announced its partnership with UNA-USA (United Nations Association of the United States) for the Spring 2026 Effie Collegiate program. Modeled after the prestigious Effie Awards, the global standard for marketing effectiveness, the Effie Collegiate US program engages marketing students across the U.S. to research, develop, and present comprehensive marketing plans that address real-world brand challenges.

For the upcoming Spring 2026 semester, college students will have the unique opportunity to design a culturally relevant campaign that shows young adults how the United Nations improves lives and communities across America every day. In partnership with UNA-USA and the Effie LIONS Foundation, students will work to create campaigns that make the United Nation's mission feel urgent, personal, and timely.

Submissions will be evaluated by a distinguished panel of industry judges representing agencies, brands, and media. The finalist teams will be invited to present their ideas to the UNA-USA marketing leadership team in May 2026.

“One of the toughest and most meaningful challenges in marketing is creating public awareness campaigns that are powerful, culturally relevant and effective,” said Allison Knapp Womack, Global CEO, Effie LIONS Foundation. “We're proud to partner with UNA-USA to give students a real-world opportunity that will sharpen their strategic thinking and serve them in any path they pursue.”

“UNA-USA is proud to partner with the Effie LIONS Foundation's Effie Collegiate US brand challenge to help bring the mission and relevance of the United Nations to a rising generation of marketers”, said Peter Yeo, SVP, of the United Nations Foundation. “This collaboration allows students to engage directly with one of the world's most important institutions, and to build the creative advocacy skills that will shape their impact for years to come.”

Call for Entries for the 2026 Effie Collegiate US x UNA-USA Brand Challenge will open February 13, 2026. The competition welcomes students enrolled in full-time or part-time graduate, undergraduate, and portfolio programs at accredited institutions.

For more information about the Effie Collegiate US competition and to register for this year's brand challenge, visit [www.effielions.org/programs](http://www.effielions.org/programs).

**About United Nations Association of the United States of America**  
The United Nations Association of the USA (UNA-USA) is a grassroots movement of more than 23,000+ supporters living in the United States who believe that our interests and values are best advanced by standing with the only global institution with human rights at its core: the United Nations.

Through our mission to Educate, Inspire, and Mobilize, UNA-USA empowers and emboldens members to advocate for a strong US-UN partnership in their communities, on campuses, and in Congress. With over 230 chapters and a membership that is 70% under age 26, UNA-USA acts as a force multiplier, equipping young leaders with the skills and knowledge to champion the UN's global vision.

To learn more visit: [www.unausa.org](http://www.unausa.org).

**About the Effie LIONS Foundation**  
The Effie LIONS Foundation is a global not-for-profit committed to building a more creative and effective marketing industry for everyone by empowering future talent through education, experiences, and unparalleled access. The Foundation is headquartered in New York City and is led by Global CEO, Allison Knapp Womack.

To learn more visit: [www.effielions.org](http://www.effielions.org).

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