

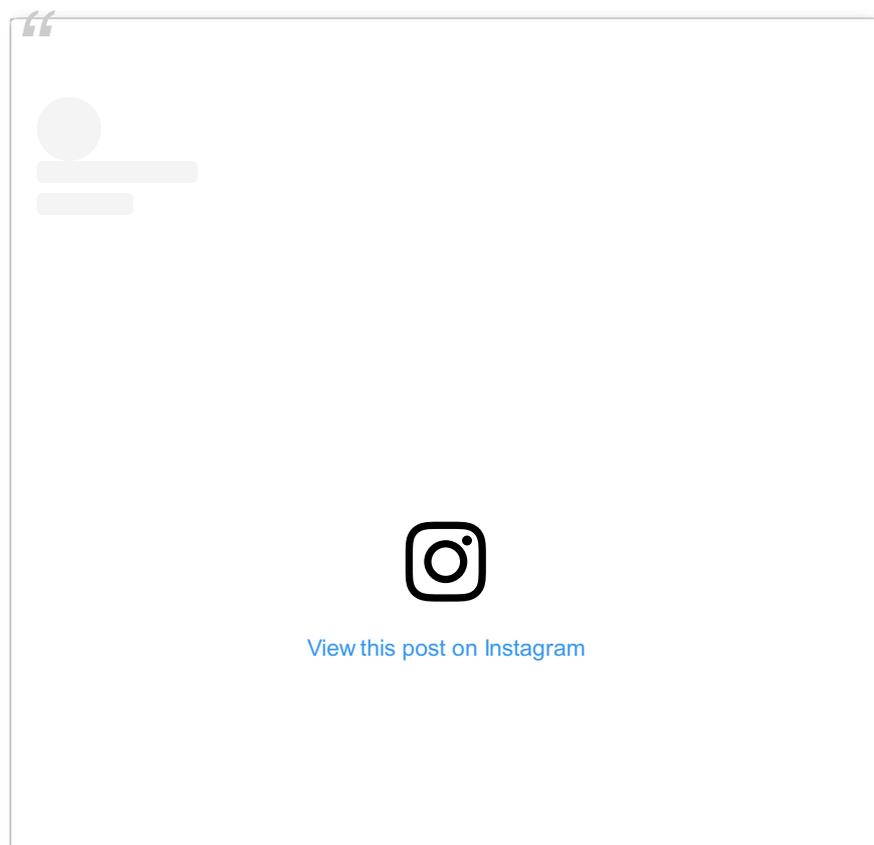
## #CannesLions2019: John Legend partners with Pampers to address changing table inequality

Our correspondent Mikhaila Hunter filmed John Legend speaking at the The Goals House at Cannes Lions on Day 3 about the #FreeAmerica movement and how using art and storytelling can change conversations and build movements, specifically referring to his partnership with Pampers and their effort in addressing changing table inequality.

In June last year, Pampers released an ad featuring John Legend changing Luna, his daughter's nappy, singing along to his *Stinky Booty* spot for the brand.

The second ad, featuring the singer-songwriter was released in February this year, where we see Legend changing Miles, his son's nappy and singing along to *Stinky Booty Duty*, also starring Adam Levine and Chrissy Teigen.

More recently, however, following and with credit to the below Instagram post that went viral, Legend has announced that in an effort to address changing table inequality, he, Pampers and Koala Kare are partnering to install 5,000 changing tables in men's public bathrooms across the US and Canada by 2021.





This is a serious post!!! What's the deal with not having changing tables in men's bathroom as if we don't exist!! #FLM #fatherslivesmatter clearly we do this often because look how comfortable my son is. It's routine to him!!!! Let's fix this problem! I Kaepernick drop a knee to this issue! @theshaderoom let's show the innovation of fathers! #squatforchange

A post shared by [Donte Palmer \(@3boys\\_1goal\)](#) on Sep 23, 2018 at 5:20am PDT

”

er this month, on 10 June.

Follow #LoveTheChange for updates.

“Consumers and companies have to make their values clear.”@[johnlegend](#) talks about aligning with brands that care about the world and all the people in it.

For more insights from [#CannesLions](#) with Cannes Lions TV, stream live and on-demand: <https://t.co/2P9msOIVZT>  
[pic.twitter.com/PEawu6C70z](https://t.co/2P9msOIVZT)— Cannes Lions (@Cannes\_Lions) [June 19, 2019](#) ”

For more, visit: <https://www.bizcommunity.com>