

The Global Milton Impact list

Global media outlets who have shown interest Milton

- and there are more to come!

India

1. **The Hindu:** [Children's book 'Milton And The Invisible Coronavirus' helps readers understand the pandemic](#)
2. **New India Express:** <https://www.edexlive.com/happening/2020/jul/06/how-milton-the-rabbit-and-his-friends-are-helping-little-ones-through-the-covid-19-crisis-with-this--13119.html>
3. **BW Education :** <http://bweducation.businessworld.in/article/Grundfos-Sponsors-Children-s-Book-To-Help-Little-Ones-Through-Crisis-/10-06-2020-286046/>
4. **India CSR :** <https://indiacr.in/grundfos-sponsors-childrens-book-to-help-little-ones-through-crisis/>
5. **IANS :** <http://www.ianslive.in/index.php?param=news/-687840>
6. **The Tribune:** <https://www.tribuneindia.com/news/schools/new-book-milton-and-the-invisible-coronavirus-to-explain-covid-19-intricacies-to-5-to-8-year-olds-97327>
7. **Outlook :** <https://www.outlookindia.com/newsscroll/now-milton-amp-friends-explain-covid19-intricacies-to-58-year-olds-in-new-book/1861885>
8. **India.com :** <https://www.india.com/viral/children-storybook-milton-and-the-invisible-coronavirus-to-explain-covid-19-intricacies-to-5-8-year-olds-4054433/>
9. **ProKerala.com :** <https://www.prokerala.com/news/articles/a1050731.html>
10. **Newsd :** <https://newsd.in/now-milton-friends-explain-covid-19-intricacies-to-5-8-year-olds-in-new-book/>
11. **DaijiWorld.com :** <https://www.daijiworld.com/news/newsDisplay.aspx?newsID=718095>
12. **NewKerala.com :** <https://www.newkerala.com/news/2020/103342.htm>
13. **Andhram.com :** <https://www.andhram.com/news/now-milton-friends-explain-covid-19-intricacies-to-5-8-year-olds-in-new-book/>
14. **WebIndia123 :** <https://news.webindia123.com/news/Articles/India/20200610/3573885.html>
15. **Vishva Times :** <https://vishvatimes.com/now-milton--friends-explain-covid-19-intricacies-to-5-8-year-olds-in-new-book>
16. **SocialNews.XYZ :** <https://www.socialnews.xyz/2020/06/10/now-milton-friends-explain-covid-19-intricacies-to-5-8-year-olds-in-new-book/>
17. **TFIPOST.com :** <https://www.statshow.com/www/https://tfipost.com/ians-news/now-milton-friends-explain-covid-19-intricacies-to-5-8-year-olds-in-new-book/>
18. **The Times of India:** [Now, Milton & friends explain COVID-19 intricacies to 5-8-year-olds in new book](#)
19. **Mathrubhumi:** [Milton rabbit and friends explain about COVID-19 to kids in new book](#)
20. **Lokmat:** [Now, Milton & friends explain COVID-19 intricacies to 5-8-year-olds in new book](#)
21. **NPNews24:** [Now, Milton & friends explain COVID-19 intricacies to 5-8-year-olds in new book](#)
22. **International News and Views:** [Grundfos sponsors children's book to help little ones through crisis](#)
23. **Sify.com:** [Now, Milton & friends explain COVID-19 intricacies to 5-8-year-olds in new book](#)
24. **TwistArticle.com:** [Now, Milton & friends explain COVID-19 intricacies to 5-8-year-olds in new book](#)
25. **Onlineandyou:** [Now, Milton & friends explain COVID-19 intricacies to 5-8-year-olds in new book](#)
26. **The Indian Express –** [Milton and the Invisible Coronavirus: A book that tells kids how to fight the illness](#)
27. **CSR Mandate –** [Grundfos Sponsors Children's Book to Help Little Ones Through Crisis](#)
28. **Skill Outlook –** [Grundfos Sponsors Children's Book to Help Little Ones Through Crisis](#)
29. **IndiaAccess –** [Grundfos Sponsors Children's Book to Help Little Ones Through Crisis](#)



Other countries:

1. **Ceylon Today (Sri Lanka):** [Grundfos sponsors kids' book 'Milton and the invisible coronavirus'](#)
2. **Emakayah (Malaysia):** [Grundfos Sponsors Children's Book To Help Little Ones Through Crisis](#)
3. **Agrofarm (Indonesia):** <https://www.agrofarm.co.id/2020/06/grundfos-sponsori-buku-anak-untuk-membantu-anak-anak-lalui-krisis/>
4. **Local Danish media outlets:**
 - a) https://www.avisen.dk/deres-kanin-hitter-i-asien_604929.aspx
 - b) <https://sn.dk/Hilleroed-Posten/Kaninen-Milton-besoegte-boern-paa-hospitalet/artikel/1336675>
 - c) <https://sn.dk/Ringsted/Dansk-boernebog-om-corona-gaar-sin-sejrs-gang-verden-over/artikel/1368837>
5. **Bangkok Post:** [Cute critters help kids grasp virus](#)
6. **Manila Bulletin (Philippines):** <https://mb.com.ph/2020/06/13/childrens-book-on-covid-19-out-soon/>
7. **Tribune (Philippines):** <https://tribune.net.ph/index.php/2020/06/16/childrens-story-helps-kids-through-the-pandemic/>
8. **Chinese medias:**
 - a) <https://www.yunzhan365.com/basic/16176872.html>
 - b) <http://www.yidianzixun.com/article/OPkr7RB8>
 - c) <http://www.sh.chinanews.com/kjy/2020-07-03/78036.shtml>
9. **US medias:**
 - a) <https://alternative-medicine-ny.com/kids-health/milton-and-the-invisible-coronavirus-a-book-that-tells-kids-how-to-fight-the-illness/>
 - b) <https://parentsecurityonline.com/milton-and-the-invisible-coronavirus-a-book-that-tells-kids-how-to-fight-the-illness-coronavirus-kids-children/>

Grundfos WU – Milton children's book

Grundfos has partnered with Danish publisher Milton Around The World to develop an illustrated children's book to help shed light on what the pandemic is all about, and how we can play our part in fighting it. This story achieved 158 coverage – including leading general media *China News Service*, and local media in Chengdu and Guangzhou such as *Tianfu Morning Post* and *Tencent Guangdong*.

9 July 2020
Prepared by Baldwin Boyle Group

COVERAGE ANALYSIS Grundfos China / Milton Around the World

<p>Total coverage 158</p>						
<p>Reach* 59 million</p> <p><small>*according to Meltwater original platform</small></p>						
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Ad value*: 546k (USD)</td> <td style="padding: 5px;">PR value*: 1.6m (USD)</td> </tr> </table>	Ad value*: 546k (USD)	PR value*: 1.6m (USD)	<p><small>The Children's book release achieved strong size placements on top-tier general, as well as social platforms including Toutiao and Tencent and major news portals such as Sina and Sohu.</small></p>			
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