

Where does your generosity go? **Wherever Mercy Does**.

Mercy Ships' newest brand awareness campaign follows the remarkable journey of generosity as it travels across oceans, reaches communities in need, and makes life-changing surgical care possible. At a time when audiences are looking for stories of real impact, this campaign offers a powerful reminder that generosity can transform lives in ways both profound and lasting.

In **Wherever Mercy Does**, viewers witness patients receiving surgical treatment they would otherwise have to go without, supported by the dedicated medical professionals, volunteers, and crew members who make it possible. Through stories of restored health, renewed confidence, and brighter futures, this campaign shows how kindness travels farther than many ever imagine.

Air **Wherever Mercy Does** and help bring this inspiring story of compassion, healing, and generosity to your audience.

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Mercy Ships