



Connecting Lives, Sharing Cultures

**AFS GLOBAL BRAND PROMISE**

AFS intercultural exchange and learning programs provide people with personal growth experiences that will continue for their lifetimes. Through the support of a trusted network of families, educators, volunteers, staff and students, AFS helps to build a global community based on intercultural connections that positively affect the world.

**AFS GLOBAL BRAND POSITIONING**

Intercultural learning experiences supported by local volunteers that change people's lives and connect them to a worldwide community.