
AdExchanger News For February 26, 2020



Optimizing the News

News Round Up

Here's today's AdExchanger.com news round-up...

Ad Tech Karma

Team Dayā, a group of ad industry vets working with the nonprofit buildOn, completed its first school construction in Nepal, and classes are in session. It's the "school that ad tech built," per [Jordan Mitchell](#), a founding partner of the group and SVP of the IAB Tech Lab. Team Dayā has raised almost \$125,000 (as of this writing), and the group has another two school builds scheduled for 2020, first in Malawi and then Guatemala. [See more and donate here](#). The team is also hosting [info sessions](#) at the LUMA offices in NYC on March 4 and May 7.