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**DRAFT: NOT FOR RELEASE**

**April XX, 2008**

## **New England Institute of Art and Ad Council to Present *Advertising that Changed the Nation***

Exhibit to Feature Ad Council's Historical and Current PSAs, including a  
Premiere of New Arts Education Campaign

The New England Institute of Art ([www.artinstitutes.edu/boston](http://www.artinstitutes.edu/boston)) is proud to join with The Advertising Council to present *Advertising that Changed a Nation*, a new exhibit that will showcase the Ad Council's rich history of public service advertisements (PSAs). Underwritten by Boston-based ad agency Mullen, the exhibit will feature a series of print, outdoor and television ads from the Ad Council's 65-year history and will run from May 22 through June 30, 2008 at the Gallery on the Plaza in Brookline, Massachusetts.

"The New England Institute of Art's Gallery on the Plaza is the perfect venue for this show," said Cheryl Amantea, Chair of the bachelor's degree program in Advertising at the College. "This is a wonderful opportunity to show students the history of ads that helped bring about social change as well as a unique opportunity – especially for our students in the Advertising degree program – to experience, first hand, the power of advertising to benefit the common good."

The Ad Council's iconic public service advertising campaigns on display will include Wildfire Prevention (Smokey Bear), Crime Prevention (McGruff the Crime Dog), Pollution (The Crying Indian), Drunk Driving Prevention ("Friends Don't Let Friends Drive Drunk" and "Buzzed Driving is Drunk Driving"), United Negro College Fund ("A Mind is a Terrible Thing to Waste") and Seat Belt Education (Crash Test Dummies).

Additionally, recent PSAs from the Ad Council's Generous Nation, Adoption, Underage Drinking Prevention, College Access and Autism Awareness campaigns will also be highlighted. Furthermore, a series of new television and print ads from the Arts Education campaign, developed by Leo Burnett in partnership with the Americans for the Arts, will debut at the exhibit.

"We are delighted that The New England Institute of Art is putting together this wonderful exhibit featuring our public service campaigns for their educational community," said Peggy Conlon, President and CEO of The Advertising Council. "We are also very grateful to Mullen for their pro bono creative talent on our campaigns, and for providing the resources for this effort."

Mullen has donated its agency talent to create the Ad Council's Reducing Gun Violence campaign, Credit Scores Education and Drunk Driving Prevention ("Buzzed Driving is Drunk Driving") campaigns. The agency has provided the production costs for the entire exhibit, which showcases their work, along with ads from agencies throughout the country. The show includes print, outdoor work and television PSAs. The Gallery on the Plaza is located at The New England Institute of Art, 10 Brookline Place West, at the Green Line Brookline Village "T" stop and at the intersections of Route 9 and Harvard Streets.

"The Ad Council has always proven that commercial creative talent can be directed to a greater societal good," said Mullen chief executive officer Joe Grimaldi. "We're proud of the work Mullen has done for these important causes and honored to be included in this exhibit of historically significant communications."

### **Mullen**

Mullen is a full-service agency and an independent brand within the Interpublic Group of Companies. Mullen's client portfolio includes General Motors, Wachovia, Four Seasons Hotels and Resorts, Stride Rite Children's Group, Orbitz, The Stanley Works, MassMutual, La Quinta Inns & Suites, T.J. Maxx, Marshalls, U.S. Department of Defense, Royal Ahold, HSBC, XM Satellite Radio, Panera Bread, LendingTree, Match.com, Ask.com, Embarq, National Grid and Highmark Blue Cross Blue Shield. Headquartered in Wenham, Massachusetts, the agency operates offices in Winston-Salem, North Carolina; Detroit, Michigan; and Pittsburgh, Pennsylvania. For more on Mullen, visit [www.mullen.com](http://www.mullen.com).

### **The New England Institute of Art**

The New England Institute of Art is one of The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) a system of over 40 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

The New England Institute of Art offers Associate in Science degree programs in Broadcasting, Audio Production and Photography and Bachelor of Science degree programs in Advertising, Audio & Media Technology, Digital Filmmaking & Video Production, Graphic Design, Interactive Media Design, Interior Design, Media Arts & Animation and Photography to its approximately 1800 students at its Brookline campus.

### ***The Advertising Council***

The Advertising Council ([www.adcouncil.org](http://www.adcouncil.org)) is a private, non-profit organization that marshals talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to produce, distribute and promote public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventive health, education, community well-being, environmental preservation and strengthening families.

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