



NEWS RELEASE



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THE ADVERTISING COUNCIL AND UNITED WAY LAUNCH NEW PSAs TO SUPPORT LIVE UNITED CAMPAIGN

NEW YORK, May 21, 2008– The Advertising Council, in partnership with United Way, announced today the launch of new public service advertisements (PSAs) designed to inspire Americans to partner with United Way in its efforts to advance the common good.

Through the work of the 1,300 local United Ways across the country, the nation's largest non-profit is focusing on the building blocks of a good life — education, income, and health — thereby creating opportunities for a better life for all Americans. The common objectives of United Way's nationwide campaign include helping children and youth achieve their potential, promoting financial stability and independence and improving health across the country. The goal is to create lasting positive change by addressing the root causes of these problems.

This new multi-media campaign, created pro bono by McCann Erickson New York, includes television, radio, outdoor, print and internet PSAs and invites the audience to engage with United Way and encourages people to "Give. Advocate. Volunteer. Live United." The campaign, available in English and Spanish, provides resources designed to motivate people to give back to their communities.

"We are so pleased to partner with United Way and McCann Erickson on this effort to encourage all Americans to come together and make our country, schools and environment a better place for everyone," according to Peggy Conlon, President & CEO of The Advertising Council.

In addition, United Way recently announced a sharpened focus on education, income and health as a way to help advance the common good. In a startling new report, United Way cites alarming statistics and sets three goals for the country to reach by 2018. The organization's new vision will focus on high school graduation rates, financial stability and health.

"It is increasingly apparent that the basic building blocks of a good life – a quality education, stable income and good health – are beyond the reach of too many individuals and families," said Brian A. Gallagher, President and CEO of United Way. "We need to ignite a new social movement and begin to develop new partnerships and strategies which will create opportunities for a better life for all people."

"Live United is really much more than an advertising idea," says Gib Marquardt, Group Creative Director at McCann Erickson. "It is a personal ethic first. And when embraced by many it gains a kind of power to unify, to coalesce communities that are hungry for change and improvement. We believe it's a platform that can serve this organization and resonate for years to come."

Per the Ad Council model, the PSAs will run and air in advertising time and space that is donated by the media.

The Advertising Council

The Ad Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has effected, and continues to effect, tremendous positive change by raising awareness, inspiring action, and saving lives. To learn more about the Ad Council and its campaigns, visit www.adcouncil.org.

United Way

United Way is a global network, including nearly 1,300 local organizations in the U.S. that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become part of the change. For more information about United Way, please visit: www.LIVEUNITED.org.

McCann Erickson

McCann Erickson New York is the flagship and single largest agency of McCann Erickson Worldwide, the world's largest international advertising agency network.