

See below for a blogger's post regarding the new BGCB ad campaign on Adfreak.com.

<http://adweek.blogs.com/adfreak/2008/10/hill-holliday-gives-boys-girls-clubs-a-hand.html>

Talk to the hand in Boys & Girls Clubs ads



Hill, Holliday's pro-bono effort for the [Boys & Girls Clubs of Boston](#) is clearly well intentioned. The work is themed "In these hands," and in a rare example of truth in advertising, we do indeed get images of young peoples' hands—in this case, covered with copy. I think the kids got a little sweaty, because some of the text seems smudged, and it's hard to read in spots. No matter. Let's just assume the tales are wrenching, gripping and "real," ... yadda, yadda. Frankly, I'm just gonna hop online right now and make a donation before giant billboards start popping up all over town and those huge, inky hands reach down from the sky and make me feel even guiltier about my soft suburban life.

—Posted by David Gianatasio