

Biz community joins hands for Boys & Girls Clubs

BY MARY MOORE
JOURNAL STAFF

Pictures of children's hands are beginning to appear on billboards and subway cars, atop taxis, in newspapers, on media Web sites and in office buildings.

A closer inspection reveals messages inscribed within each palm: "In these hands: the sounds of a guitar or the sound of a gun, a story of desperation or one of inspiration, blueprints to build a house or pliers to break into one, sign language or gang signs,

a painter or con artist."

What you're seeing is the head-turning new \$250,000 ad campaign — designed pro bono by ad agency **Hill, Holliday, Connors, Cosmopolus Inc.** — for the Boys & Girls Clubs of Boston. Space to display the ad campaign has been donated by a slew of local organizations, including: the **Massachusetts Bay Transportation Authority; Clear Channel Outdoor; Clear Channel Taxi Media; Wall Decaux Furniture; The Boston Globe; The Boston Herald; Boston Metro; Captivate Network; Boston**

Women's Business; Boston Magazine; Boston Common Magazine; Community Magazines; and WHDH.com.

"In this economic climate, we owe it to the kids we serve to go above and beyond our usual outreach to make sure we stay level-funded," said **Josh Kraft**, the president and CEO of Boys & Girls Clubs of Boston. "For us, an ad campaign of this quality and scope would not be possible without the generosity of Boston's business community."

After learning from Boston Mayor

Thomas Menino's office last year that many families are unaware of what the Boys & Girls Clubs have to offer, the organization asked Hill Holliday to design the campaign. The creative director for the project was **Doug Gould**.

The campaign dovetails with the organization's efforts to double the number of children and youth who regularly frequent the club by 2013.

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Boston Business Journal

• BUSINESS PULSE •
WEEKLY ONLINE SURVEY

POLL RESULTS

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Probably Absolutely not

16 Boston Business Journal readers

TOP HITS ON THE BBJ WEB SITE

The Boston Business Journal's Web site — bostonbusinessjournal.com — reports breaking local business stories every business day. Below is a list of the most-viewed stories in both the online and print products from the past week. If you are

1. Feds charge state Sen. **Wilkerson**
2. **Wilkerson** facing corruption charges
3. Law libraries are here to stay
4. High-end handbag store expands