



NEWS RELEASE

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Advertising executive Chris Elliot to appear on November 24

Chris Elliot, an award-winning advertising executive, will be the featured speaker at a free public seminar from 10:30 a.m. to 11:45 a.m. on Tuesday, November 24, in University of Southern Indiana's Mitchell Auditorium located in the Health Professions Center. Mr. Elliot will discuss the most effective forms of advertising and what skills are necessary to succeed in the advertising field. His appearance is sponsored by The Advertising Club of Evansville (ACE)

A senior partner of Bozell Worldwide, Inc., Ad Agency in Southfield Michigan, Elliot is best known as the creative director responsible for the Little Caesars Pizza television commercials that featured, among other things, a man on a hospital cot being pulled through the corridor, through doors and around corners by the stretchy Little Caesar's cheese. That series of ads was ranked among the ten best commercials in America for three consecutive years in *Advertising Age*. Elliot's other clients include AirTouch Cellular and Hush Puppies.

Elliot will join ACE at their monthly meeting at noon in the Conference Center in the University Center. The meeting has been opened to 50 advertising majors.

For more information, call Mr. Robert Jeffers, instructor in communications, at 812/465-7138.