

The PFLAG *Stay Close* Campaign

This is a campaign to promote awareness of PFLAG. It started in New York City and Washington D.C. Its main push is that relationships are important – don't lose touch with a GLBT relative or friend.

Posters feature a celebrity:

- Dick and Jane Gephardt and their daughter Chrissy
- Congressman Gregory Miles and his brother John
- Ben Affleck and his cousin Jason
- Barbara Cook and her son Adam
- Cyndi Lauper her sister Elen

These were created with donations of hundreds of thousands of dollars of donated time by an advertising agency, the celebrities and photographers. New York donated space to place them in all subway stations and bus stops and on bus cards. In Washington they circulated as "rolling billboards" on the sides of trucks on Valentine's Day. They have since been used in LA, Chicago, Nashville and Philadelphia. They were run twice in Time magazine.

They have also been made into televised public service announcements by the same celebrities and shown over many months by Time Warner Cable. All show professionalism and quality.

Posters were distributed to libraries, churches, guidance councilor offices and given to city-county councilors, who often posted them.

Benefits:

- Awareness and recognition of PFLAG
- Attract new allies and donors
- Educational tool
- Passive exposure changes minds

More information from www.stayclose.org.

Dick Patterson