

Monte E. Frank Connects Anti-Gun Violence Activists with Advertising World

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Monte E. Frank, a partner in the firm's Litigation Department and Team 26 founder, was selected as part of a team that connects student activists with professionals in the advertising world.

Inspired by the rising wave of student activism surrounding gun reform, MullenLowe - a Boston-based global advertising agency, in partnership with The One Club for Creativity - a non-profit global creative organization, created a platform to ensure that the voices of young adults are heard by the right people who can leverage them.

Launched last week, "Fight Gunfire with Gunfire" calls on students to submit their own creative campaign proposals aimed at ending gun violence. The network's Creative Fire Council, in which Monte serves, will then choose the best ideas to develop. The ideas will be showcased online and connected with ad and PR agencies, production companies, brands and other like-minded organizations that can provide the funding and resources to bring the ideas to life.

In addition to Monte, the Creative Fire Council members include: MullenLowe U.S. CCO Mark Wenneker; The One Club CEO Kevin Swanepoel; Oscar-winning film editor and Exile partner Kirk Baxter; 72andSunny executive creative director Keith Cartwright; Bob Industries' Jonathan Dayton and Valerie Faris, film directors; Novelist and creative director Kathy Hepinstall Parks; Wieden + Kennedy CCO Susan Hoffman; Burger King global CMO Fernando Machado and Fire Safety in Fun creative director Ida Woldemichael.

Professionals

Monte E. Frank

Practice Areas

Litigation