

It Is Not O K To Use The 'R' Word!

Tribe Pictures creates new multi-media campaign for Special Olympics Texas - Dennis Gelbaum writes and directs new TV Campaign

Aug. 11, 2008 - [PRLog](#) -- TRIBE PICTURES CREATES NEW MULTI-MEDIA CAMPAIGN FOR SPECIAL OLYMPICS TEXAS

Sticks and stones may break your bones, but words can really hurt you! That's the concept behind the new multi-media campaign Tribe Pictures (Chatham, NJ) created to eliminate the use of the 'R' word. No one should be called the 'R' word!

Tribe Pictures has created and produced a new multi-media campaign for Special Olympics Texas. The campaign was created by Co-Executive Creative Directors Vern Oakley and Dennis Gelbaum, Felicia Jamieson, (Producer), Michael Millsbaugh, (Art Director) and Rodney Woosley, (Editor). Dennis Gelbaum wrote and directed the TV spots shot (in HD) at the University of Texas at Arlington on May 22nd and May 23rd where more than 2600 athletes from across Texas participated in basketball, cycling, equestrian, gymnastics, soccer, tennis and track and field events.

Gelbaum comments, "We need to embrace our differences and we can do this by helping to eliminate the use of the 'R' word, and other words that hurt. These are children and adults with intellectual disabilities (ID). It is not O K to use the 'R' word."

The TV campaign featuring athletes, family members and friends, consists of two distinctive looks - one, shot in a studio against a white background and the other shot on location at Maverick Stadium, the Athlete Village and Wellness Park during the Summer Olympic Games.

The campaign - due to break in August - includes billboards, print and merchandise that will support fundraising efforts. Additional content will be available on www.sotx.org

Credits include Chuck Hatcher, (DP), Pete Verrando, (Sound), David McSwain, (Gaffer) and Travis Gray, (PA)

"It was an absolute pleasure working with Tribe Pictures on Special Olympics Texas' "Ban the R-word" project. They assessed our needs and delivered exactly what we were looking for to make a positive and successful impact with our campaign." - Margaret Larsen, SOTX President & CEO.

To see some of the TV spots:

1. http://www.tribepictures.com/Special_Olympics/Parents_30_...
2. http://www.tribepictures.com/Special_Olympics/Love_Sticks...
3. http://www.tribepictures.com/Special_Olympics/Parents_Out...
4. http://www.tribepictures.com/Special_Olympics/My_Name_Is_Outdoors_30_Final.html

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