

LINCOLN SCHOOL

P R O V I D E N C E

MEDIA ADVISORY

June 1, 2017

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For Immediate Release:

Marketing Powerhouse and #WomenNotObjects Creator Madonna Badger Brings Message of Resilience and Self Worth to Lincoln Commencement

Providence, RI (June 1, 2017) —Madonna Badger, advertising maven, gender equity champion, and powerhouse behind some of the world's most well-known ad campaigns, will address the Lincoln School community on June 6 as the 2017 Commencement Speaker. Her #WomenNotObjects campaign, which sheds stark light on the advertising industry's prevalent use of retouched women's bodies to sell products or services, has been viewed over 40 million times in 170 countries, received a four-minute standing ovation at its premiere at Cannes, and was touted by Matt Lauer as "one of the best films I've ever seen."

"Using women's bodies, positioning women as mere props, and propagating images that are retouched beyond human achievability, all of these send the message that women are things, not human beings with agency and purpose," said Badger. "Gender stereotyping isn't just harmful to women, but to all of us. By looking at one of the biggest ways women have been held back, I hope to spread the word that we don't have to be reduced to a body part on a screen. We are more than that. The truth is, we are just getting started."

Who: Madonna Badger, Chief Creative Officer and Founder, Badger + Winters
Suzanne Fogarty, Head of Lincoln School
400+ Lincoln School Students and Community Members

What: Lincoln School Commencement Address

Where: Lincoln School: 301 Butler Avenue, Providence, RI 02906

When: June 6, 2017 | 10 a.m.

Why: Madonna Badger, one of the biggest names in NYC advertising and a champion of eliminating gender bias in media, speaks to the all-girls graduating class of Lincoln School, future change makers and convention breakers.

Photo Opp: Madonna Badger with the graduating seniors, Lincoln School leadership and community members.