

Mary Therese Friel, LLC Receives Chairman's Award

Mary Therese Friel, LLC has received The Chairman's Award from The Ad Council of Rochester at this year's Annual Celebration! For more than 15 years MTF, LLC has been supporting the good works of the Ad Council, by providing professional models and actors for their many non-profit advertising campaigns, as well as providing annually, the many Hosts and Hostesses that greet the prestigious guests at the events. This year the MTF Greeters were all models and actors who appear in recent Ad Council campaigns.



The award was presented to Mary Therese Friel at the event, which was attended by more than 500 members of our creative community. During her acceptance speech, Mary Therese shared a quote with the group that she received from Muhammed Ali, during her travels as Miss USA, "Service to others is the rent we pay for our room in the hereafter." She encouraged others to embrace this sentiment and pass it on.

Thanking the Ad Council and the audience, Mary Therese summed up the importance of this award for her company, "Along with winning my Miss USA Title and receiving The 1000 Points of Light Award from the President of the United States (through Give 5 and the Independent Sector), this is the award I'll cherish most."

Continued

MTF Models and Actors can be seen in many Ad Council Campaigns, including:

211 Early Help Seeking

Caregiver Support

Donate Life

RCSD Every Minute Matters

Yes, You Are That Distracting

One City Connection

Small Talk, Big Difference

C.A.S.H.

Monroe County Domestic Violence Consortium / Alternatives for Battered Women

Safe Start

Fair Housing

Children's Coalition

Women's Health Partnership

Coalition to Prevent Lead Poisoning

Humane Society at Lollypop Farm

Early Childhood Development Initiative

Will Power

These campaigns support important community initiatives and serve the needs of our community as a whole. This award belongs to the hundreds of professional MTF Models and Actors who have donated their time and talents to make these campaigns a success!

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