

Creative Ad of the day

“Sometimes Politicians Lead Our Country” Sports Museum


SOMETIMES POLITICIANS LEAD OUR COUNTRY. SOMETIMES ATHLETES DO.

It was just a simple handshake between Jackie Robinson and Duke Snider. But it did more for the civil rights movement than any legislation at the time. To celebrate moments like these, the Sports Museum of America has gathered together the artifacts, films and interactive exhibits from virtually every sports hall of fame. It's a tribute to athletes who didn't only rewrite the record books. They rewrite the history books.

26 Broadway | sportsmuseum.com

SportsMUSEUMofAmerica

Brand: Sports Museum of America

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In our cynical age of steroid scandals, self-indulgent pampered star athletes and Michael Vick, it doesn't hurt to be reminded of the transcendent power of professional sports and the human courage and sacrifice beneath the uniforms. There's perhaps no better image to convey that message than Duke Snider and Jackie Robinson's understated and poignant exchange of mutual respect and admiration as the latter crosses both home plate and Major League Baseball's color barrier. That visual, coupled with the headline in this ad by The Gate Worldwide for the Sports Museum of America, reminds us that sports is all about the game—and so much more. It's as simple (and complex) as black and white. —*David Gianatasio*

CREATIVE CREDITS

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