



**The Lewis School of Princeton**

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Marsha Gaynor Lewis  
Director

**The Lewis School is hosting a CommonGround Workshop on Wednesday, February 20<sup>th</sup>, from 10:00—11:30 am at The Nassau Presbyterian Church at 61 Nassau Street in Princeton.**

**All Middle School and Upper School students and teachers are REQUIRED to attend. We also request that at least 1 parent or family member attend the workshop as well.**

Classes will depart The Lewis School at 9:30 am and walk to the church. Students will return from the lecture in time for noon dismissal.

The Workshop:

**Deadly Persuasion: The Advertising Industry's Seduction of Our Youth and is being presented by Dr. Jean Kilbourne, Ph.D.**

Dr. Kilbourne is internationally recognized for her work on images in advertising and their impact on attitude and behavior. Manipulative media messages bombard our children daily and consequently, they are unknowingly lured into making unhealthy choices. Dr. Kilbourne is known for her work on alcohol and tobacco advertising and the image of women in advertising. *The New York Times Magazine* named her as one of the most popular speakers on college campuses.

Her book is entitled *Can't Buy Me Love: How Advertising Changes the Way We Think and Feel* and her award-winning films are *Killing Us Softly*, *Spin the Bottle* and *Slim Hopes*.

**Note to Parents:** Please be sure to drop your child off at school first as the classes will be walking over to the church as a group. You will find parking for the Workshop along Nassau Street and its side streets.