**For Immediate Release**

**88-Year-Old Biz Owner cuts**

 **Unique, Self-Depreciating**

 **Radio Commercial**

One of the most self-depreciating business related radio commercials is on the air in Philadelphia.

It features the voice of an 88-year old business owner who is inviting new business inquiries to his firm.

The owner says, “I am 88!”…Call me quickly…for obvious reasons”

The commercials are being broadcast on Philadelphia’s, 10,000 watt WWDB-860AM, and also podcast.

The voice is that of 88-year-old Joe Ball, founder and continuing president of Act. Inc., a 61 year old marketing company, which includes the Philadelphia’s longest established advertising/PR firm.

In explaining his novel approach to the message, he says:

 “I still have the fire”.

The commercial is on the show ‘Lifestyles’ aired every Thursday at 1-1:30pm and on the show ‘Interesting People’ that airs every Thursday 1:30-2pm on WWDB-860AM.

He was offered by the station a lower rate-- to sign for 52 weeks.

He declined!

For obvious reasons!

For additional information, email to adcomtimes@aol.com