

For Immediate Release

Creative Stalwart Keith Lane Honored as Top 100 Creative Influencer

With Over Four-Decades in the Advertising Industry, Lane Honored at 53rd Hatch Awards Celebration

Boston, MA- Keith Lane, quite literally, has done it all.

Lane – a decorated creative marketing veteran who has won over 500 creative awards for his work at major shows such as The Clios, Emmys, One Show Gold, Communication Arts, The Hatch Awards (including 2 Best of Shows), Andy Awards, London Art Directors Show, Paris Creative Show, Tokyo Creative Awards, and The International Film & TV Festival Gold Medal – was recognized for a lifetime of creative achievement on Wednesday, November 13th at the 53rd Annual Hatch Awards by being named one of the Top 100 Creative Influencers in the industry. The ceremony was held at the House of Blues in Boston.

Like all great bluesman and creative directors, Lane is a master in the art of crafting messaging that reaches the people next door or on the other side of the globe. No matter where the message travels, Keith Lane and his Creative Group explore the geography of the heart.

Said the program at the show:

These are not the one hit wonders. These are the people that inspire us with their genius. These are the great ones. This year we are honoring those folks who inspired (and inspire) great talents. Those who allow talent to breathe, think, create and just be, those who are inspirational and lead the way.

“I’ve been in the advertising industry for 40 years,” said Lane in addressing the honor bestowed upon him. “Having learned from the best, and worked with best, I am truly honored to be among them. To be in the same room with so many brilliant creative minds is a humbling and exhilarating experience. (They’re) Extraordinary human beings who have always had my highest respect. For years we were fierce competitors by day, and close friends by night. The magic of the moment at this presentation took us back and moved us forward at the same time. It’s a memory I’ll cherish for the rest of my days.”

Removed from the celebration, Keith Lane is back to business as usual. He sums it up simply:

“Awards are nice. They’re great. They affirm that you’re doing something right with your life - with your career. For me, it’s about getting better. Sure, I’ve won some “Best Of Show” awards. I’ve won a lot of them. At the end and beginning of each day

I assess where I'm at by how I've improved. If you're not challenging yourself and striving to move forward, you've reached the end of line. That's not something I'm looking to achieve. I've only just begun.”

For more information on Keith Lane Creative Group visit: www.keithlanecreativegroup.com

For interviews and all other applicable media requests, please contact: pr@boldwerks.com