

# Black History Month Brand Campaign

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Launching on air tonight, ITV's brand campaign showcases Black History in the making. It pays tribute to amazing role models in industries such as sport, music and science, who inspire a new generation of young people by being visible role models.

Marketing Executive Queenie Safo-Antwi said:

*"ITV is for everyone, and this campaign is a hopeful and inspiring look at how young people are the potential heroes of tomorrow, with a nod to the black stars that are inspiring them today. We want to engage and inspire family audiences with this creative campaign which will run across our network in October."*

ITV have partnered with photographer Brunel Johnson who has shot the images which feature in the campaign.

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