



**OPEN EVERY DOOR**

CAMPAIGN

## BACKGROUND

For the last 60 years, One Hundred Black Men of New York has been on the front lines of achieving meaningful gains for the Black community. And when calls for racial justice recently began to build throughout the country, Mower was ready and willing to help.

Our pro-bono campaign helped create a rallying cry for change that gave voice to the promise of OHBM, inspiring current and future members, donors, and the community at large to open every door of opportunity.

A robust mix of tactics was launched, including door placements to make a real-world association to the idea and a video that portrayed young men walking through doors to education, business and health care. Donated out-of-home media included placements in Times Square, taxi tops, bus shelters and other billboards throughout the city.

As the Open Every Door campaign has echoed throughout New York, millions of people have been reminded that the door to the boardroom, Ivy League school, top hospital or main stage should be open to anyone who chooses to walk through.



BUS SHELTER

UNIVERSAL

JCDecaux

[OHBM.ORG](http://OHBM.ORG)

THE BOARDROOM  
THE LOAN OFFICE  
THE TOP HOSPITAL  
THE IVY LEAGUE

LET'S OPEN EVERY  
DOOR TO OPPORTUNITY.  
TOGETHER.



OPEN EVERY DOOR





DIGITAL BILLBOARDS



A DOOR TO  
CREATION

A DOOR TO  
THE  
FUTURE

HELP US  
OPEN EVERY  
DOOR OF  
OPPORTUNITY  
TO ALL.



LYRIC  
THEATRE

NEW  
VICTOR  
THEATRE

NYPD  
SECURITY  
CAMERA

AM  
ST



DIGITAL BILLBOARDS





DIGITAL BILLBOARDS



COME SEE HOW THE WORLD COULD BE.

# HADESTOWN

BROADWAY'S TONY AND GRAMMY-WINNING BEST MUSICAL

★★★★★

## ALL RISE

for the MIRACLE that is Aaron Sorkin's

# TO KILL A MOCKINGBIRD

on Broadway.

PETER TRAVERS  
Reprising Roles

OUTFRONT / PRIME

CELEBRATING

# 25 YEARS

BROADWAY'S SURE THING

# CHICAGO

AMBASSADOR THEATRE

# SWAROVSKI

THE WONDER OF COLOUR

THE PRINCESS OF THULE

LET'S OPEN EVERY DOOR TO OPPORTUNITY TOGETHER.

OHBM.ORG

Sponsored by One Hundred Black Men, Inc.

# ARCIMOTO

WHAT DO YOU SEE

# DAKTRONICS



9V54



LET'S OPEN EVERY DOOR  
TO OPPORTUNITY. TOGETHER.

OHBM.ORG



9V54

NEW YORK  
9V54A  
TAXI



NYC







157

STEVE MADDEN

patterns & dots



LET'S OPEN EVERY DOOR  
TO OPPORTUNITY. TOGETHER.

OHBM.ORG



METRO MECH  
CONTRACTORS INC  
259 Elm Place  
Mineola NY 11501  
(212) 541-6615

curb  
The Taxi App



9V54



METERED  
FARE



FLAT FARE  
JFK

NYC





DIGITAL BILLBOARD



**LET'S OPEN EVERY DOOR  
TO OPPORTUNITY. TOGETHER.**

**OHBM.ORG**





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TO OPPORTUNITY. TOGETHER.

[OHBM.ORG](http://OHBM.ORG)





WHEN THE  
DOOR TO OUR  
FUTURE IS IN  
FRONT OF US

WILL YOU  
BE AMONG  
THOSE WHO  
OPEN IT?

DOORS OF OPPORTUNITY  
ARE ALL AROUND US.  
WE MUST NOT STOP UNTIL  
EACH ONE IS OPEN TO ALL.



OPEN EVERY DOOR  
OHBM.ORG



to jazz/

THE BOARDROOM  
THE LOAN OFFICE  
THE TOP HOSPITAL  
THE IVY LEAGUE

LET'S OPEN EVERY DOOR TO OPPORTUNITY TOGETHER.

OPEN EVERY DOOR

P53

to jazz/

THE BOARDROOM  
THE LOAN OFFICE  
THE TOP HOSPITAL  
THE IVY LEAGUE

LET'S OPEN EVERY DOOR TO OPPORTUNITY TOGETHER.

OPEN EVERY DOOR

P54

to jazz/

THE BOARDROOM  
THE LOAN OFFICE  
THE TOP HOSPITAL  
THE IVY LEAGUE

LET'S OPEN EVERY DOOR TO OPPORTUNITY TOGETHER.

OPEN EVERY DOOR

P55

at lincoln center



DOOR INSTALLATION

POST  
NO  
BILLS



**THE DOOR  
TO A CAREER**



**OPEN EVERY DOOR**  
Find your door at [OHBM.org](http://OHBM.org)



DOOR INSTALLATION



THE BOARDROOM  
THE LOAN OFFICE  
THE TOP HOSPITAL  
THE IVY LEAGUE  
ONE HUNDRED &  
BLACK MEN, INC.  
OPEN EVERY DOOR



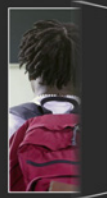
VIDEO



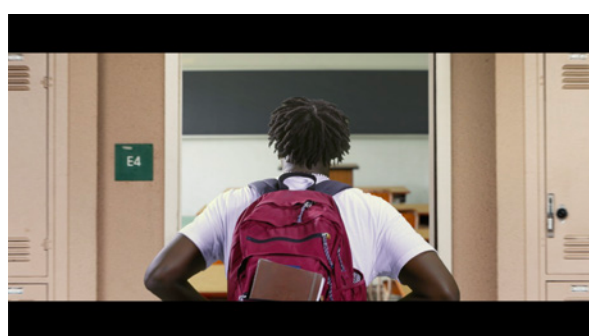
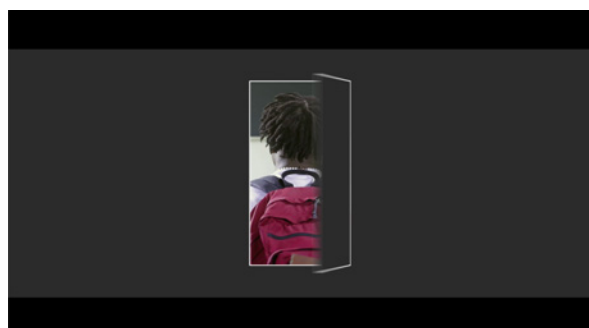
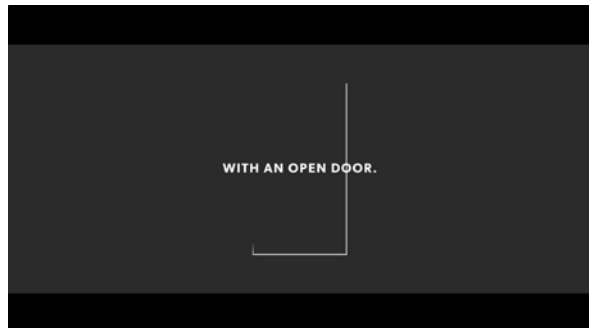
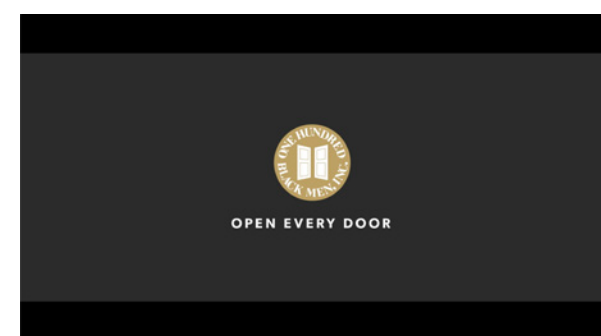
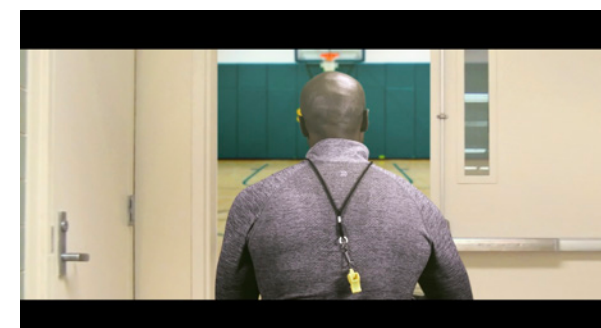
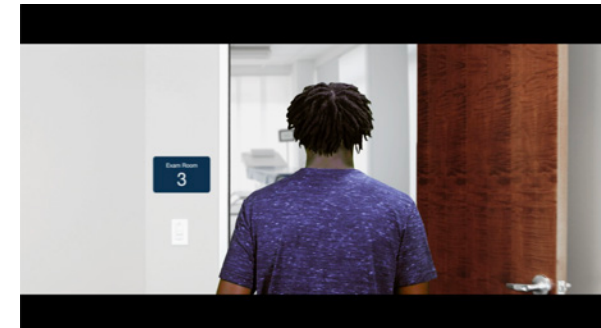
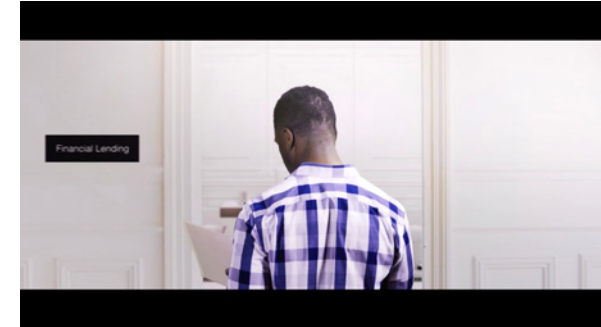
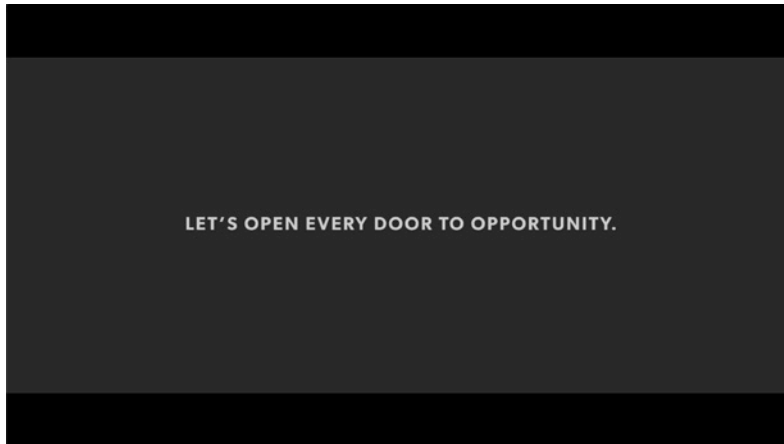


OPPORTUNITY STARTS

WITH AN OPEN DOOR.



LET'S OPEN EVERY DOOR TO OPPORTUNITY.





LET'S OPEN EVERY DOOR TO OPPORTUNITY. TOGETHER.

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◀ DIGITAL BILLBOARDS ▶

HELP US OPEN EVERY DOOR OF OPPORTUNITY TO ALL.

A DOOR TO LEADERSHIP

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A DOOR TO ACHIEVEMENT

A DOOR TO DISTINCTION

A DOOR TO THE FUTURE

A DOOR TO CREATION

A DOOR TO EDUCATION

HELP US OPEN EVERY DOOR OF OPPORTUNITY TO ALL.

OUT-OF-HOME MATERIALS

OPEN EVERY DOOR CAMPAIGN

GALA EVENT

GALA SIGNAGE ▶

BUS SHELTER ▼

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THE BOARDROOM  
THE LOAN OFFICE  
THE TOP HOSPITAL  
THE IVY LEAGUE

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TAXI TOPPERS ▼

VIDEO ▼

OPPORTUNITY STARTS

WITH AN OPEN DOOR.

LET'S OPEN EVERY DOOR TO OPPORTUNITY.

WHEN THE DOOR TO OUR FUTURE IS IN FRONT OF US

DOORS OF OPPORTUNITY ARE ALL AROUND US. WE MUST NOT STOP UNTIL THE FUTURE IS OPEN TO ALL.

OPEN EVERY DOOR  
OHBM.ORG

GALA EVENT INVITATION ▲

THE BOARDROOM  
THE LOAN OFFICE  
THE TOP HOSPITAL  
THE IVY LEAGUE

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OPEN EVERY DOOR



**THANK YOU**