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Mission
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The Ad Council is where creativity and causes converge. We use the power of communications to tackle the most important issues facing the country. We’ve built a unique network of partners across media and tech, marketing and advertising, government and the nonprofit world. We harness their passion for social good; we are their go-to for giving back. We’re the only organization in the world that does what we do at massive scale. And we settle for nothing less than a lasting impact on American life.

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