

HUMAN RIGHTS CAMPAIGN ENLISTS MORGAN FREEMAN TO NARRATE AD IN SUPPORT OF SAME-SEX MARRIAGE



Morgan Freeman voice is such that when someone hears it, they immediately equate it with him. During the presidential campaign he was often touting Ad campaigns why people should vote for the Democrats. In one particular ad, the excessive profanity made the ad extremely pervasive, garnering applause and criticism in equal measure. This, one of the most recognizable voices in the country, has now been used to narrate an ad that espouses the election-day triumphs of the proponents of same-sex marriage. Voters passed ballot measures on Election Day asserting the legality of same-sex marriage. Same-sex marriage proponents say that their ballot box conquests in Maryland, Maine, Minnesota and Washington State are proven authorization to provide them with full equality. On November 6, 2012, Maine, Maryland and Washington had voted in favor of same-sex unions, whilst Minnesota rebuffed an amendment to their state constitution which would have prohibited same-sex marriage. The spot, titled "Dawn of a New Day for Marriage Equality," has Morgan Freeman proclaiming, that a new day has dawned in the history of the country, where freedom, justice and human dignity have together driven the country towards a more perfect union. He concludes by saying that everyone in the country is standing in unison "for the right of gay and lesbian Americans to marry the person they love." Freeman further declares, "With historic victories for marriage, we've delivered a mandate for full equality. The wind is at our back. But our journey has just begun." Along with its celebrity narrator it has some spectacular American scenery, shows images of the Statue of Liberty, the Constitution, Martin Luther King, the Washington Monument and portrays a variety of happy US families. It is expected that the US Supreme Court will soon decide whether to hear oral arguments on cases that challenge the lawfulness of the Defense of Marriage Act. The Act, that says marriage is the "legal union between one man and one woman," received all-round support, when it was signed into law in 1996, by then President Bill Clinton. Human Rights Campaign president Chad Griffin issued a statement saying that gay rights had reached a new turning point and that now there was no room for debate whether gays and lesbians could seek an equal future. It is only a matter of time when equal rights are granted. He said that it was celebration time, but cautioned that the fight would go on until every single person in the country gets full equality. This is not the first time that Freeman has lent his mettle to the cause of same-sex couples. Earlier this year in an interview to Newsweek he had said, "I grew up in the South but I started dancing in my twenties when I got out of the Air Force, and studying dance, you're surrounded by gay guys all the time. You get to know them and you have to shift gears!" Gay people openly accepting that they are in a live-in relationship with their gay partners has doubled over the last ten years and in 2011, upwards of 130,000 had listed their partners either as wife or husband. The Human Rights Campaign has invested \$250,000 to air the ad in Los Angeles, New York and Washington, D.C. on various networks and shows like like "Face the Nation" and "Meet the Press." The ad will be aired all through the week. Griffin said that they chose Morgan Freeman as the narrator because there is no one like him who can capture the audience's attention.

