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**HUDSON-WEBBER FOUNDATION WELCOMES AUTHOR AND ADVERTISING VETERAN  
TOBY BARLOW TO BOARD OF TRUSTEES**

**November 1, 2013 (Detroit)** – Toby Barlow, Chief Creative Officer for Team Detroit, has become the newest member of the Hudson-Webber Foundation’s board of trustees. Barlow, a 25 year veteran of the advertising industry, relocated to Detroit in 2006 and has been immersed in the city ever since. In addition to his focus on Detroit-centric clients, including the Ford Motor Company and Open Co. Detroit, he is also a critically acclaimed author, proud Detroit resident and booster.

Barlow’s writing on Detroit has appeared in the *New York Times*, Salon and The Huffington Post. His advertising work has been recognized by every global awards organization. He is also the founder of the print shop Signal Return in Eastern Market and the design store Nora in Midtown Detroit.

“Toby’s civic and social contributions, which range from the support of the arts to the physical revitalization of the City of Detroit, align perfectly with the Foundation’s mission,” said Jennifer Hudson Parke, chair of the Hudson-Webber board of trustees. “We are excited to bring him on board and look forward to benefiting from his unique perspective, and experience.”

During 2012, the Hudson-Webber Foundation awarded funds totaling more than \$7 million to organizations in the Detroit region. Among the Foundation’s grants were significant commitments to Downtown Detroit Partnership in support of various Downtown and Central Business District initiatives, including the Live Downtown Housing Incentive Program, Eastern Market Corporation, Midtown Detroit, Inc. and Invest Detroit. In addition, the Hudson-Webber Foundation has awarded multi-year grants to the Detroit Symphony Orchestra and the Detroit Institute of Arts.

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**About the Hudson-Webber Foundation:**

The Hudson-Webber Foundation was established in 1943 with major contributions from Mr. and Mrs. Richard H. Webber, other members of the Webber family, and The J. L. Hudson Company. The Foundation currently has assets of approximately \$170 million and concentrates its efforts and resources in the City of Detroit with a focus on greater downtown Detroit. The mission areas of the Foundation include support of physical revitalization, economic development, arts and safety.

As part of the broader mission, a focus of current foundation work and giving includes 15x15 – a shared vision to not only attract 15,000 young, talented households to greater downtown Detroit by 2015, but to also articulate to the area and the region the positive impact that influx would have. To learn more about Hudson-Webber and 15x15, visit [www.hudson-webber.org](http://www.hudson-webber.org).

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