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FOR IMMEDIATE RELEASE

Shanteka Sigers, Executive Creative Director of Multicultural Agency Sanders/Wingo joins AIGA and Greater Together for May's Spectrum Lecture Series here in Milwaukee.

Milwaukee, WI 2017 - Greater Together, an organization dedicated to promoting racial and economic equality in Milwaukee's creative industries, in partnership with America's leading design organization AIGA, Core Creative and 88Nine Radio Milwaukee join forces to bring Shanteka Sigers, Senior Vice President & Executive Creative Director of Sanders/Wingo; a multicultural advertising agency; to Milwaukee. Sigers will appear as the Keynote Speaker for the Spectrum Lecture Series on May 18th and 19th. Greater Together curates an annual series of lectures that bring together the world of design and social innovation with a particular focus on increasing inclusion into Greater Milwaukee's Creative Industries so that all can participate, prosper and reach their full potential.

The Spectrum Series is a program through Greater Together that focuses on bringing innovative, social activists from the creative industries to Milwaukee to talk about and demonstrate the power of design to change our world. Featuring prominent and nationally recognized creatives of color, Spectrum is a collision of design, business and social innovation. Spectrum speakers engage the Milwaukee community in hands-on workshops, panels and lectures tailored for young designers, those interested in entering the industry, and the business community. Past speakers of this initiative include nationally-acclaimed Creative Director Maurice Woods, formerly of Yahoo!, Kervin Brisseaux, Lead Designer at Vault 49 and Neisha Tweed, a Creative Strategist at Facebook.

Shanteka Sigers was included in the Business Insider as one of the Most Creative Women in Advertising. Black Enterprise named her on their list of Top Women Executives in Advertising and Marketing, and Sigers was also named one of the Top Creative Innovators by Complex Magazine, whom used her as an advisor for creative professionals. Sigers has created advertising campaigns for giants like McDonald's, AT&T, Verizon, Chevrolet and Toyota. Some of her celebrity clientele include Blake Griffin, Mary J Blige, Venus and Serena Williams, Sanya Richards-Ross and Diggy. Her work has been praised by pop culture tastemakers such as Pharrell Williams and The Source Magazine.

This season's Spectrum series will focus on female leadership, and the transformative power of creativity with a speaking engagement featuring Shanteka Sigers beginning May 18th at 88Nine Radio Milwaukee from 6:30pm to 8pm. This event is open to those in the Milwaukee community who are looking for inspiration and an understanding of what it means to be creative, as well as designers of all types, students of all levels as well as experienced professionals. This is a free event with a suggested donation of \$10.

This event will be followed by a breakfast panel discussion on the morning of May 19th at Zak's Cafe located at 231 S. 2nd Street from 8:00am to 9:30am. This event is open to the creative community, social innovators and policy makers in the community with a cost of \$10 for students and members of AIGA, and \$15 for non-members.

RSVP for the 88Nine Radio Milwaukee appearance and the breakfast panel discussion here: [Spectrum Series Evenbrite link](#)

The expert panel will include:

Shanteka Sigers, Executive Creative Director at Sanders/Wingo

Ebony Ssali , Ssali Media Group

Andrea Nordgren, Executive Producer at Core Creative

Erica Conway, Co-owner at C2

For further details or to learn more about Greater Together and the Spectrum Lecture Series Initiative contact:

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