

MEDIA RELEASE FOR IMMEDIATE RELEASE

Culligan Secures O'Connell for Radio Spots

Leader in Water Solutions for Consumers and Business is an American Advertising Icon

CHICAGO, IL, March 15, 2018 - - Most American families know about the "Culligan Man" from Culligan International's famous ad campaigns, dating back to the 1950's. In their most recent series of radio commercials, male voice talent Peter K. O'Connell was retained to support Culligan's current consumer audio branding.

About Culligan International

Founded in 1936, Culligan International is a world leader in delivering water solutions that will improve the lives of their customers. The company offers some of the most technologically advanced, state-of-the-art water filtration products. Culligan's products include water softeners, drinking water systems, whole-house systems and solutions for business. Culligan's network of franchise dealers is the largest in the world, with over 800 dealers in 90 countries.

About Peter K. O'Connell

From Fortune 500 companies to companies that think \$500 is a fortune, multi-award winning male voiceover talent Peter K. O'Connell has shared his voiceover skills with a wide variety of global companies. In addition to his radio work for Culligan, some of Peter's clients include Duracell Batteries, General Electric, Kraft Foods, Western Union, PBS Television Network, Shell Oil, Deloitte Canada, U.S. Army, Starz Cable Television Network, BlueCross BlueShield and SunSetter Awnings.

Known as America's Friendly, Neighborhood Voiceover Talent, Peter is a natural born storyteller whose voice-over work has been featured in radio and TV commercials, corporate narrations, political commercial voice-overs, TV network promos, e-learning narration projects and other media productions. Originally from Buffalo, NY and now living in Raleigh, NC, Peter owns audio'connell Voiceover Talent, a division of O'Connell Communications, LLC. Peter can be reached via audioconnell.com or peterkoconnell.com.

NOTES FOR EDITORS

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COMPANY MEDIA CENTER:

<http://www.audioconnell.com/media>

PETER K. O'CONNELL VO CREDITS:

[http://www.audioconnell.com/clientuploads/pdf/PDF%202018/OConnell Peter Voice Over Resume 180301.pdf](http://www.audioconnell.com/clientuploads/pdf/PDF%202018/OConnell%20Peter%20Voice%20Over%20Resume%20180301.pdf)

COMPANY NAME SPELLING:

Use lower case letters- audio'connell or audio'connell Voiceover Talent

COMPANY NAME PRONUNCIATION:

au-dio-o'-con-nell (awe-de-oh-oh-kah-nel) **or** au-di-o'-con-nell (awe-de-oh-kah-nel)