

MEDIA RELEASE FOR IMMEDIATE RELEASE

L.L.Bean's New "Outsider" Radio Spot Adds O'Connell

Male Voice Talent Included Among Commercial's Ensemble Cast

RALEIGH, NC, October 1, 2018 - - Award-winning male voiceover talent Peter K. O'Connell was selected as part of an ensemble of voice actors for a new national radio commercial for L.L.Bean, a leading retailer of quality outdoor gear and apparel.

Part of the retailer's "Be An Outsider" ad campaign, encouraging consumers to appreciate being outside, the national radio spot for L.L.Bean features O'Connell's character (and others) enjoying the great outdoors.

About L.L.Bean

L.L.Bean, Inc. is a leading multichannel merchant of quality outdoor gear and apparel. Founded in 1912 by Leon Leonwood Bean, the company began as a one-room operation selling a single product, the Maine Hunting Shoe. Still family owned, Shawn Gorman, great grandson of Leon Leonwood Bean, was named Chairman of the Board of Directors in 2013. While its business has grown over the years, L.L.Bean continues to uphold the values of its founder, including his dedication to quality, customer service and a love of the outdoors.

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 most recent voiceover work for L.L.Bean, some of Peter's clients include IBM, 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.

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)