

Ads re-fighting in honour of Brett Goldin

Shortly before his tragic death earlier this year, Brett Goldin featured in adverts for Liberty Life's new investment product which, upon his death, were immediately withdrawn out of respect for him and his family. Now, in accordance with the wishes of the Goldin family, Liberty Life is airing the adverts again.

The family feels that their son and brother would want his work to continue despite the tragic circumstances of his death, and it is their wish that his memory should be honoured and live on through his work.

"Everyone was shocked by the untimely and tragic death of Brett Goldin," says Howard Fox, marketing divisional director at Liberty Life. "We were privileged to have had the opportunity to work with him and experience his talent and warmth as an individual.

"Liberty Life would not have considered re-fighting the adverts but Brett's family expressed, both verbally and in letters to us, that acting was his passion and to deny his work an opportunity to continue would be to deny his passion and achievements as an actor. Beyond the Liberty commercials, there will be many instances where his work will remain a fitting tribute to a remarkable man," concludes Fox.

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