

Real People, Real Cars: The Real Story



As told by
Trudy Suggs

MARCH 21, 2007

*The original ad that appeared before
Saturn pulled the ads in 1997.*

Real People, Real Cars: The **Real** Story



In 1997, a hearing woman – an uncertified interpreter – fooled Saturn Corporation into believing she was deaf, to the tune of tens of thousands of dollars. 10 years later, Trudy Suggs shares the captivating story of how she stumbled across the now infamous commercial, part of Saturn’s “Real People, Real Cars” campaign, featuring actual car owners who were not actors. One of the “Real People” was Holly Daniel, who presented herself as deaf.

Thanks to a dazzling network of contacts, hardy research and raw intuition, Suggs was able to uncover one of the most bizarre hoaxes to ever take place in the world of television advertising. As time went on, the story got stranger and stranger: Daniel sent Suggs forged birth certificates, saying she had a hearing twin sister, and told several publications she was deaf, yet told other publications that she never claimed to be deaf.

Join Suggs as she takes you on one of the oddest journeys you’ll ever experience. View the commercial, documents and, for the first time ever, the actual e-mail and IM exchanges Suggs had with Daniel. The Deaf community’s mixed response to the controversy will also be discussed, along with an analysis of the implications of Daniel’s actions upon the community. A question-and-answer session will follow the presentation.

- WHEN:** March 21, 2007
TIME: 6:30–10:00 PM (includes intermission)
WHERE: Brown University, Salomon 101
Providence, RI (directions at www.brown.edu)
COST: FREE! Open to the Public

Sponsored by Center for Language Studies, Disability Support Services and Rhode Island Commission on the Deaf and Hard of Hearing. ASL and spoken English interpreters and CART will be provided by the National Deaf History Month committee. Contact Arkady Belozovsky, Deaf History Month Coordinator at arkady_belozovsky@brown.edu.



About the Presenter: Trudy Suggs, born Deaf to Deaf parents, had her first story published at the age of 10. She went on to earn a bachelor’s degree from Gallaudet University, and a master’s degree from University of Illinois-Chicago. Having worked as an educator, administrator and editor, Trudy has been involved with many organizations and is on the board of several organizations. Trudy owns T.S. Writing Services and teaches online writing courses as she travels the nation presenting on a variety of topics. She and her husband make their home in Faribault, MN.