

Signals in the Static: Al Pacino will star as **Phil Spector** in a HBO movie written and directed by **David Mamet**. **John Slattery**, who plays **Roger Sterling** on *Mad Men*, becomes the spokesman for Ford's Lincoln division. Gold medalist **Dara Torres**, now 43, will try to make the 2012 US Olympic swim team. **Hootie and the Blowfish** get a **monument**. Simon & Schuster will publish a novel written by *Jersey Shore's* **Snooki**. **Deliverance** turns 40. Wheeled luggage turns 40. **R. Crumb** turns 67. **Chubby Checker** turns 69. **Paul Simon** turns 69. **Jerry Lee Lewis** turns 75. Scotch tape turns 80. **Raggedy Ann** turns 95. Died: The "King of Rock and Soul," **Solomon Burke**, 70; Gospel great **Albertina Walker**, 81; NFL legend **George Blanda**, 83; writer/producer **David Dortort**, 93, creator of *Bonanza*, the first 1-hour western broadcast in color.

NYC will turn part of **John Jay Park** into a playground for the over-60 set featuring senior-friendly swings and exercise equipment, along with chess tables. Next month, **Avon** will introduce Anew Platinum skin care, for women 60+. The ad campaign will star **Jacqueline Bisset**, 66. **Beverly Hills** will launch its own line of perfumes next year. **Gold to Go** will install vending machines that dispense gold coins. They will be located in Las Vegas and Boca Raton, Fla. The first TV commercial for **medical marijuana** runs in Sacramento, Ca. A Richmond, Ca. preschool **tracks students** with RFID tags. To encourage a calm response to getting a ticket, **Cambridge, Mass.** prints their **parking tickets** with yoga poses that the driver and officer can perform together.

Recession Marketing: **Jack in the Box** restaurants donate a nickel into a virtual "jar" for every person who "likes" Jack on **Facebook**. After a month, Jack will reward one lucky fan with the total amount in the jar. **Dickies** donates one pair of its **874 Work Pant** to the Detroit Salvation Army for every pair sold.

Costco sells a 1-year, 4-person **food supply kit** (\$3,500). The *LA Times* ran a full page ad *on their front page* for NBC's *Law & Order: Los Angeles*. The new online **Redneck Bank** uses the slogan "where bankin's funner!"

Virtual Goods, Real Money:

Facebook Credits, the virtual currency used in Facebook games like *FarmVille* and *Action SUDOKU*, is now available at Target stores. **Facebook Credits cards** can be bought in \$15, \$25 and \$50 increments and are redeemable in over 150 Facebook applications and games.

Multicultural Millennials: Between 2010 and 2015 all of the growth in the 20- to 29-year-old population will be generated by Hispanic, black and other multicultural population groups, which are expected to increase by nearly 2 million. *MarketWire.com*

Viewpoint—Vanishing Mobility: "In 1980, Manhattan ranked 17th among the nation's counties for social inequality; by 2007 it ranked first, with the top fifth earning 52 times that of the lowest fifth, a disparity roughly comparable to that of Namibia."—*Joel Kotkin*



Ralph Lauren's new Rugby line of men's shirts features a rounded collar. Thom Browne has also been doing this style for Brooks Brothers' Black Fleece brand.