



**FOR IMMEDIATE RELEASE**  
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## **Hillsdale College Awards ATA Founder Richard Viguerie with Freedom Leadership Award**

HILLSDALE, Mich. — Hillsdale College announces it has awarded Richard Viguerie, founder of American Target Advertising Inc., its Freedom Leadership Award on Feb. 5. This prestigious award recognizes individuals who have made a significant contribution to the causes of freedom and limited government.

“Richard is an extremely faithful man. He believes in the power of his cause, and he believes in the good of the American people,” said Hillsdale College President Larry P. Arnn. “I think those two faiths are going to be responsible for rescuing our country.” Widely regarded as the father of political direct mail, Viguerie has been a pioneer in the use of new technologies to promote the cause of freedom and has played a crucial role in shaping the modern American political landscape. He has been a leader in the conservative movement for more than 50 years and has been instrumental in the election of numerous freedom-oriented officials and the passage of many such policies.

“I can’t think of words to adequately express my gratitude for this great honor,” said Viguerie. “To receive the Freedom Leadership Award and have my name appear alongside Margaret Thatcher, William F. Buckley, Jr., Jeane Kirkpatrick, Charlton Heston, Justice Clarence Thomas, and Ronald Reagan is something of dreams. And when I wake up in the morning, you’re not getting it back.”

The Freedom Leadership Award, originally called the Independence Award, was established by Hillsdale College in 1971 when it was awarded to William F. Buckley, Jr. It is given to those who make outstanding contributions to the cause of freedom. Most recently, it has been awarded to Mark Levin in 2022, Bob Woodson in 2021, and Scott W. Atlas in 2021.

For photos from the award presentation, click [here](#).

For a high-resolution copy of the Hillsdale College clocktower logo, click [here](#).

**About Hillsdale College**

Hillsdale College is an independent, nonsectarian, Christian liberal arts college located in southern Michigan. Founded in 1844, the College has built a national reputation through its classical liberal arts core curriculum and its principled refusal to accept federal or state taxpayer subsidies, even indirectly in the form of student grants or loans. It also conducts an outreach effort promoting civil and religious liberty, including a free monthly speech digest, *Imprimis*, with a circulation of more than 6.2 million. For more information, visit [hillsdale.edu](http://hillsdale.edu).

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