



family ELDERCARE
80 OVER
EIGHTY

Michael Blair

Age: 80

Nominated for his exceptional contributions
to his craft and more importantly for leading
life with kindness.

by Alison Blair, Black Market Studios

Honored on 4/3/25.

Most Texans have probably heard the iconic phrase “Don’t Mess with Texas,” but most may not have heard of Michael Blair, co-creator of the monumental anti-litter campaign. As a native Texan, Mike’s love for Texas inspired a movement just as large as our beloved state. As a creative working for decades at ad agency GSD&M-- and eventually going on to become the owner of Whole Life Films--Mike knew the ins and outs of advertising and certainly put his talents to good use!

Launching at the 1986 Cotton Bowl, the Don’t Mess with Texas campaign went on to be one of the most successful anti-littering campaigns in history, reducing littering throughout Texas by 72% by 1990. Mike directed and produced Don’t Mess with Texas commercials from 1986-1998 and worked hard to wrangle any celebrity he could to join in! His favorite celebrity? The legendary Willie Nelson of course--for both his immediate willingness to join the cause and his fun, easygoing spirit. It helps that right after he met Willie, Mike proposed to his now wife of 35 years – Mike says that made the encounter extra memorable!

Since Mike’s second attempt at retirement, he enjoys spending time with his wife, children, four grandchildren and two great grandchildren. Outside of family time, Mike keeps busy through his regular volunteer work with Mobile Loaves & Fishes and Meals on Wheels.

80-year old Mike lives by a simple motto - “be kind.” He believes that giving back to others is life’s greatest gift. During the pandemic, Mike self-published a book of poetry to help people who were feeling isolated. “I wanted to try and lift people’s spirits, so they didn’t feel alone,” he says.

Mike’s final piece of advice to anyone chasing their own dreams is to be fearless. “Just don’t take life too seriously,” he says. “Have fun, be nice, and do good work.”