



## Richard (Dick) Brian Bloom

March 6, 1940 - May 1, 2020

One of the kindest and most honest admen you could ever hope to meet passed away on May 1, 2020. His name was Dick Bloom and he had a knack for discovering the nuggets of truth about a product or service and emphasizing those facts with compelling copy, striking visuals and memorable taglines. He was most famous for inventing the “Weekends Were Made for Michelob” TV commercials of the 70’s and 80’s. He loved casting struggling actors, such as a young Tom Selleck, and hanging out with celebrities like Bob Hope and Barbara Eden.

Although he made his living writing beer ads, he wasn’t much of a drinker. But he always enjoyed doffing a cool brew with a chili dog and peanuts at Durham Bulls games. Baseball was, in fact, his real, first calling. He was recruited out of Cleveland’s Euclid Senior High to play shortstop for the Detroit Tigers. A torn ligament in his left knee ended his Major League dreams, but he used a creative mindset inherited from his father Carl and studies at Case Western Reserve and Cleveland Institute of Art in pursuing a career in advertising. Dick became an award-winning copywriter, TV/radio producer and creative director. For 50-plus years he worked at agencies in Cleveland, St. Louis, Miami, and Raleigh.

He leaves behind his beloved wife of 57 years, Carolyn Bloom (nee Fueger), and their three children: Corinne (Frank) Eshelman of Pinckney, MI; Jeffrey Bloom of Raleigh, NC; and Susan (Stephen) Phillips of Clover, SC; as well as 7 grandchildren and 1 great-grandchild. Dick slipped away at home just after midnight on May 1st, with his family gathered at his bedside and his favorite John Denver music playing in the background.

In time, his ashes will be lifted away by the warm, afternoon breezes of his beloved Sanibel Island. In the meantime, we’ll cherish his spirit and toast of our memories of him with a glasses of cold Michelob.

In lieu of flowers the Bloom family asks that donations be made in their loved one’s name to any charity supporting our nation’s first responders.



# Comments

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“ I am heartbroken to learn Dick has passed. He was such a kind, thoughtful neighbor. He was free with compliments. At the neighborhood pool he told me that my sons were so polite and well-behaved. He shared that he thought I was a good mom. What a wonderful thing to hear from someone simply observing. He loved baseball. We had the good fortune of running into him at a store when we were purchasing our first bats. He advised us in the right equipment. There are just little things he did that made such a difference. He will be missed.

**Lori Katzenstein** - May 06 at 12:47 PM