

Tuesday, June 3, 2008 - 11:32 AM EDT

Norton, Lamar part of Amber Alert billboard program

Business Courier of Cincinnati

Norton Outdoor Advertising and Lamar Advertising of Cincinnati are partnering with the Outdoor Advertising Association of America and the National Center for Missing & Exploited Children to deploy digital billboards to help recover abducted children through Amber Alerts.



Tests were conducted Tuesday morning by Norton, Lamar and other participating billboard companies, including Phoenix-based Clear Channel Outdoor (NYSE: CCO). About 800 billboards nationwide will carry Amber Alerts.

Norton and Lamar will dedicate 15 digital billboards in the Cincinnati area to the program.

The Amber Alert program, operated by the U.S. Department of Justice, provides information to the public about abducted children, including descriptions of suspected abductors and their vehicles.

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June 3, 2008
Amber Alert Test on the NortonHD Outdoor Network
I-71 F/S at Florence Avenue