

Norton Digital Client Hoxworth Sees Value in Outdoor Advertising

Blood donations are a matter of life and death – and if supply falls to a critical level, groups like Hoxworth Blood Center at the University of Cincinnati cannot provide local hospitals with the blood they need to treat patients. In an emergency, these groups will hold donation drives to replace the depleted inventory.

When the Type O blood supply recently dropped to an emergency level, Hoxworth turned to the NortonHD Outdoor Network to call on donors.

Jim Tinker, Division Director, Donor Recruitment and Community Relations at Hoxworth noted:

“Outdoor advertising has proven to be an important element of an integrated marketing campaign to motivate blood donations. Outdoor advertising proved to be a key factor in Hoxworth Blood Center’s successful ‘Shark Week’ campaign during the summer as well as a recent appeal for Type O donors.”



Norton *in the* Community

Norton proudly donates advertising space and costs to local charities and non-profit organizations including:

- Susan G. Komen for the Cure
- Mercy Foundation
- Cystic Fibrosis Foundation
- Cincinnati Health Collaborative
- Marvin Lewis Community Fund
- Big Brothers Big Sisters of Greater Cincinnati
- Cincinnati Association for the Blind and Visually Impaired

Norton Spotlight *Spinning for a Cure*

For five years, Rebecca Spencer has been Norton’s digital outdoor network manager, as well as the company’s creative specialist. In her free time, Rebecca is actively involved with the Spin for the Cure Cincinnati, an annual fundraising event benefitting Susan G. Komen for the Cure.

For the past six years, Rebecca has supported friend and Spin founder Vickie Magliano in her efforts to raise awareness about breast cancer.

Regarding her experience with the Spin for the

Cure, Rebecca says: “To see the entire community - from breast cancer survivors to Spinning Master Instructors to everyday folks who just want to help - come together to fight this disease is extremely empowering.”

For more info on the Oct. 8th event, visit www.spinforthecurecincinnati.com.



Rebecca Spencer (foreground, white shirt) at the 2008 Spin for the Cure Cincinnati



From the Norton photo archives... Interstate 75 billboards and traffic, circa 1970.