

# NEWS



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## **For Immediate Release:**

### **Office of Emergency Management and Clear Channel Outdoor's Philadelphia Division Team Up to Enhance Public Safety: *Emergency Test Message to Run on Digital Billboards***

On Tuesday, October 28, the Philadelphia division of Clear Channel Outdoor and the Philadelphia Office of Emergency Management will conduct emergency test messages on eight digital billboards owned and operated by Clear Channel Outdoor Philadelphia.

The test messages will read “Emergency – Testing! Good Morning Philadelphia. Tune to local news stations” and “Emergency – Testing! Today is October 28. Tune to local news stations.”

The test messages will be displayed exclusively on eight digital billboards in the Philadelphia area for 10 minutes starting at 11:00 a.m. Five digital billboards are located along a stretch of I-95 just south of the Philadelphia International Airport and north to Street Road. Other digital billboards are located on I-76 east of Front Street on the Walt Whitman Bridge; Route 1 just south of Street Road; and Route 30 Bypass east of Route 113 in Downingtown.

“Communicating critical information as quickly as possible when an emergency strike is essential to protecting the public and minimizing property damage,” said Deputy Managing Director for Emergency Management MaryAnn E. Marrocolo. “We want to use as many ways as possible to get information to public and are grateful that Clear Channel Outdoor’s Philadelphia Division has agreed to partner with us on this effort.”

George Kauker, President of the local Clear Channel Outdoor branch added that “Clear Channel Outdoor Philadelphia is excited to announce our partnership with the Office of Emergency Management. We are proud to be in a position to utilize our digital technology to enhance critical communications in the case of an emergency.”

For more information concerning the test message, visit [www.phila.gov/ready](http://www.phila.gov/ready) or call 1-877-READY-11.

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### **About the Office of Emergency Management**

The Office of Emergency Management is responsible for ensuring the readiness of the City of Philadelphia for emergencies of any kind through an integrated and collaborative program of public education and outreach, mitigation, preparedness, response and recovery.”

### **About Clear Channel Outdoor**

Clear Channel Outdoor (NYSE:CCO) is the world’s largest outdoor advertising company with close to one million displays in 49 countries across 5 continents. In the United States, the company operates just under 200,000 advertising displays and has a presence in 49 of the top 50 Designated Market Areas. It also operates airport, rail, taxi and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York’s Times Square. Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. Clear Channel Outdoor also operates digital displays and networks in most of its divisions. More information may be found by visiting [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com)