

Clear Channel Outdoor Powers Summer Campaigns with No Kid Hungry, National Summer Learning Association to Combat Child Hunger and Learning Loss

Digital Billboard Campaigns Connect Families with Free Summer Meal Programs and Summer Learning Resources to Support Their Kids' Well-Being This Season

NEW YORK, July 1, 2025 /PRNewswire/ -- As millions of children across America begin their summer break, [Clear Channel Outdoor](#) (CCO) is continuing its partnership with two leading national organizations, Share Our Strength's **No Kid Hungry** campaign and the **National Summer Learning Association (NSLA)**, to help ensure kids stay nourished, safe and engaged during the months when schools are not in session. Through its nationwide digital billboard network, CCO is bringing greater visibility to each organization's summer initiative by reaching families with critical information about local summer resources for their kids.



To address the summer hunger gap, No Kid Hungry, the only national campaign committed to ending childhood hunger in the U.S., has launched a summer campaign across CCO's digital billboards, encouraging the public to help combat the hunger crisis by donating to its cause. For children who rely on free or reduced-price meals during the school year, summer can be the hungriest time of year. An estimated [1 in 5 children](#) in the U.S. – nearly 14 million – are living with hunger, an increase from the previous year.

The campaign will also feature messages that promote [NoKidHungry.org/Help](#), an online hub where families can find programs to access free summer meals in their local communities and resources for eligible families facing tight grocery budgets.

"All kids deserve a happy, healthy summer, but this time of year can be the hungriest for millions of kids who rely on the meals they get at school," said Anne Filipic, CEO of Share Our Strength, the organization behind the No Kid Hungry campaign. "It doesn't need to be this way and awareness is critical. That's why we're grateful for Clear Channel Outdoor's support amplifying summer meal resources for families and ways audiences can further this work so more kids can access the nutrition they need this summer."

In tandem with this effort, CCO is continuing its collaboration with NSLA, the nation's only organization dedicated to expanding access to summer learning opportunities for children. Since May, CCO's digital billboards nationwide have displayed NSLA's summer campaign to help families of all socioeconomic backgrounds discover affordable summer programs and resources for their kids. A 2024 survey conducted by Gallup showed that [nearly half of children](#) in the U.S. lack summer learning opportunities, with costs being a major barrier, especially to low-income families.

NSLA's messages will also promote [National Summer Learning Week](#) (July 14-18), an annual celebration that elevates the importance of summer learning for children, including its role in closing the opportunity gap and preventing the summer slide. The week brings together summer programs, educators and community leaders across the country to highlight the positive impact these programs are making on students' academic and lifelong success.

"Clear Channel Outdoor's generous billboard campaign helps connect more families to vital summer learning programs and resources that keep kids safe, healthy, and engaged," said Aaron P. Dworkin, CEO of the National Summer Learning Association. "Thanks to CCO, we're able to reach communities across the country that might not otherwise hear about these services and opportunities."

"Summer is a pivotal time for children, as access to nutritious meals and continued learning can shape their well-being long after the season ends," said Dan Levi, EVP & CMO, Clear Channel Outdoor. "We're proud to continue our longstanding partnerships with No Kid Hungry and NSLA to amplify their efforts during these critical months. By leveraging our out-of-home media platform, we hope to connect families with the resources they need to help their kids thrive this summer and beyond."

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc. (NYSE:[CCO](#)) is at the forefront of driving innovation in the out-of-home advertising industry. Our dynamic advertising platform is broadening the pool of advertisers using our medium through the expansion of digital billboards and displays and the integration of data analytics and programmatic capabilities that deliver measurable campaigns that are simpler to buy. By leveraging the scale, reach and flexibility of our diverse portfolio of assets, we connect advertisers with millions of consumers every month.



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