

Cindy McCain and Regional Elected Leaders Unveil New Anti-Human Trafficking Awareness Campaign

CINDY MCCAIN, POLARIS & CLEAR CHANNEL OUTDOOR LAUNCH BILLBOARD CAMPAIGN TO COMBAT HUMAN TRAFFICKING IN THE PHOENIX AREA IN ADVANCE OF THE BIG GAME

MEDIA ADVISORY: PRESS CONFERENCE

What: Arizona elected leaders, joined by Cindy McCain, Polaris, and Clear Channel Outdoor will discuss human trafficking in the Phoenix metropolitan area. The estimated \$150 billion industry forces approximately 20.9 million people worldwide to live in modern day slavery; many are oppressed or held captive for labor or sex slavery in Arizona. Human trafficking is often associated in public consciousness with large sporting events. The partners in the campaign are using the focus on Phoenix as host of the nation's biggest sporting event to elevate the attention to a year-long dialogue that moves the needle on bringing traffickers to justice and victims to freedom.

Polaris, the McCain Institute and Clear Channel Outdoor will reveal and launch a dual-pronged bilingual anti-human trafficking public service campaign to both help victims get help to freedom and to encourage citizens to report suspicious activity. The campaign will promote the National Human Trafficking Resource Center Hotline.

Who: Cindy McCain, Co-Chair, Arizona Human Trafficking Council and Chair of Human Trafficking Advisory Council, The McCain Institute for International Leadership at ASU.

Arizona Attorney General Mark Brnovich

Mayor of Phoenix, Greg Stanton

Carolyn Jones, StreetLightUSA

Bradley Myles, Executive Director and CEO, Polaris

Diane Veres, President, Clear Channel Outdoor -- Arizona

When: Wednesday, January 7, 2015
10:00 a.m. – 10:30 a.m.

Where: 602 East Grant Street
Phoenix, AZ 85004

[Map to Press Conference Location](#)

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc. (NYSE:CCO) is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1000 digital billboards across 37 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

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About Polaris

Polaris is a leader in the global fight to eradicate modern slavery. Named after the North Star that guided slaves to freedom in the U.S., Polaris acts as a catalyst to systemically disrupt the human trafficking networks that rob human beings of their lives and their freedom. By working with government leaders, the world's leading technology corporations, and local partners, Polaris equips communities to identify, report, and prevent human trafficking. Our comprehensive model puts victims at the center of what we do – helping survivors restore their freedom, preventing more victims, and leveraging data and technology to pursue traffickers wherever they operate. Learn more at www.polarisproject.org/365days.

About the McCain Institute

Located in Washington, D.C. and Arizona, the McCain Institute for International Leadership at Arizona State University (ASU) is a non-partisan do-tank dedicated to advancing character driven leadership based on security, economic opportunity, and human freedom and democracy in the United States and around the world. The Institute seeks to promote leadership and decisionmaking in the best American tradition of open inquiry, spirited debate, and practical action, and to embrace technology in producing better designs for better decisions in national and international policy. For more information about the McCain Institute for International Leadership, please visit: <http://www.mccaininstitute.org>.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20150105005257/en/>

Media:

FeverPress

David Press, 917-721-7046

david@feverpress.com

or

Polaris

Brandon Bouchard, 202-507-7962

bbouchard@polarisproject.org

or

McCain Institute

Liz Fontaine, 202-601-4282

liz.fontaine@asu.edu

or

Clear Channel Outdoor

David Grabert, 212-812-0089

DavidGrabert@ClearChannel.com

or

Jason D King, 212-812-0064

JasonDKing@ClearChannel.com

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