

Los Angeles Police Department & Clear Channel Outdoor Partner to Launch Driver Safety Campaign

Clear Channel Outdoor Billboard Donation Aims to Combat Distracted Driving, Hit-And-Runs

LOS ANGELES--(BUSINESS WIRE)-- Clear Channel Outdoor (CCO) today announced a new campaign with the Los Angeles Police Department (LAPD) to prevent distracted driving and reduce the number of hit-and-run accidents in the Los Angeles area. Members from two different families affected by fatal hit-and-run accidents joined CCO and LAPD at a press conference to underscore the life or death importance of safe driving and following traffic laws.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151028006830/en/>



LAPD Chief Charlie Beck, along with Los Angeles City Councilman Mitchell Englander, actress Anne-Marie Johnson and others join to launch "Obey the Rules of the Road" billboard campaign. (Photo: Business Wire)

“Our partnership with Clear Channel is indicative of the positive outcomes a police department can achieve through a shared public safety campaign. Community policing involves committed relationships with partners such as Clear Channel, in order to accomplish the goal of reducing traffic collisions. Often, these tragedies on our roadways end in heartbreak and life altering consequences. We are grateful to Clear Channel for their involvement and generosity in working together with the LAPD in its efforts to make the City of Los

to live and work,” said LAPD Chief Charlie Beck.

CCO will donate space on its billboards throughout Los Angeles in an effort to educate drivers about the consequences associated with risky driving behaviors – reminding the public to “obey the rules of the road.” Especially with Halloween and trick-or-treating right around the corner, the campaign is a timely reminder for Angelenos to drive safely and watch for cyclists and pedestrians.

Pamela Strong, who lost her brother in a hit-and-run accident on 7th Street in December 2014, spoke out on the importance of witnesses coming forward with information about hit-and-run crimes: “Witnessing the family tragedy of a hit-and-run makes it imperative for you, the witness, to step forward to save the lives and love of those who remain by giving them closure.”

“We are in the midst of an epidemic with over 20,000 hit-and-run crimes occurring each year in the City of Los Angeles. By taking messages about traffic safety direct to residents, we can broadcast important safety messages and important information which could be critical to solving these crimes. I applaud Clear Channel Outdoor for their contribution to help to stop this troubling trend in its tracks,” said Councilmember Mitchell Englander, Chair of the Public Safety Committee.

To make the biggest impact, the billboards will feature messages in English, Spanish, and Korean in order to reach as many Angelenos as possible.

“It’s important that drivers know just how dangerous distracted driving can be and this partnership brings that message to Angelenos where it matters most: the road,” said Anne-Marie Johnson. “I’m happy to be working with LAPD and Clear Channel Outdoor to make Los Angeles’ roads safer.”

“We are proud to once again partner with the Los Angeles Police Department to bring this important message to Angelenos and to do our part to help keep our roadways safe,” said Layne Lawson, director of public affairs for Clear Channel Outdoor.

CCO frequently partners with public agencies and non-profits on efforts like this to ensure its resources are used to benefit the public. CCO’s digital billboards are also regularly used to relay critical public safety information during emergency circumstances; this includes AMBER alerts for child abductions, FBI Most Wanted notices, and messaging from local police and fire departments. The unique ability of digital signs to reach a wide audience while displaying messages in real-time allows them to act as valuable resources for non-profit organizations, public safety agencies, law enforcement, and a variety of others who need to effectively relay messages to the public.

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 640,000 displays in over 40 countries across Asia, Australia, Europe, Latin America and North America. Reaching millions of people monthly, including consumers in 45 of the top 50 U.S. markets, Clear Channel Outdoor enables advertisers to engage with consumers through innovative advertising solutions. Clear

Channel Outdoor is pioneering the integration of out-of-home with mobile and social platforms, and the company's digital platform includes over 1,200 digital billboards across 38 markets in North America and over 5,000 digital displays in international markets.

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For Clear Channel Outdoor

Katherine Schneider, 818-760-2121

Mobile: 310-529-3412

kschneider@fionahuttonassoc.com

or

For Los Angeles Police Department

Officer Jack Richter, 213-486-5910

34991@lapd.lacity.org

or

For Anne-Marie Johnson

Traci Harper, 310-497-4886

harperpr@aol.com

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