

# Clear Channel Outdoor Inspiring Las Vegas Businesses with Free Creative Summit to Help Build and Strengthen Their Companies

## *Free Summit Focused on Creative Marketing Being offered to Las Vegas area Businesses*

LAS VEGAS--(BUSINESS WIRE)-- Today, Clear Channel Outdoor is sponsoring a free Creative Summit for local Las Vegas area businesses to educate them about how to use creative advertising to build their brands and sell more products and services. The Creative Summit is being held in the Cabaret Jazz at the Smith Center for the Performing Arts in Las Vegas.

The Creative Summit will showcase two speakers followed by a panel discussion then lunch. The speakers will include Tony Alwin, Vice President of Creative from Clear Channel Outdoor and legendary creative advertising guru Rick Robinson. In addition to the presentations, businesses will have access to a “creative fair” which includes a creative inspiration station with examples of effective creative and tips on how businesses can best drive Las Vegas tourists and residents to their brand.

“We are proud to host an event which provides Las Vegas businesses with the inspiration and understanding to help them build or strengthen their businesses,” said Bill Kurr, President of Clear Channel Outdoor – Las Vegas. “We want to inspire creativity through advertising and marketing so businesses can break through this very vibrant and busy city to reach visitors and residents of Las Vegas.”

In today’s challenging economic environment, Las Vegas businesses are struggling to grow their businesses or in many cases, keep them afloat. Reaching consumers is becoming challenging as consumers are in more control of the content they consume and whether to see advertising. Outdoor advertising is the most affordable and effective advertising channel for Las Vegas businesses versus alternatives like TV, online and social media advertising.

### **About Clear Channel Outdoor Holdings, Inc.**

Clear Channel Outdoor Holdings, Inc., (NYSE:CCO) one of the world’s largest outdoor advertising companies, reaches approximately 141 million people in the United States and approximately 374 million internationally, with more than 600,000 displays in over 40 countries across five continents, including 49 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 963 digital displays across 37 U.S. markets. Clear Channel International operates in 30 countries across Asia, Australia and Europe in a wide variety of formats.

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