

Clear Channel Outdoor Offering Portland Businesses Free Creative Marketing Seminar to Help Build and Strengthen Their Companies

Free Symposium Focused on Creative Marketing Being offered to Portland Businesses on September 24

PORTLAND, Ore.--(BUSINESS WIRE)-- Clear Channel Outdoor is sponsoring a free symposium on Monday, September 24, for all Portland area businesses to hear about ways to build and strengthen their brands and grow their businesses through creative advertising. This creative marketing symposium will be held at the Oregon Museum of Science & Industry located at 1945 SE Water Avenue from 3-6 p.m.

The marketing symposium will showcase three speakers followed by a cocktail reception for all attendees. The speakers will include Rocky Sisson from Clear Channel Outdoor; legendary creative advertising guru Rick Robinson; and Outdoor industry expert Stephen Freitas.

“We are proud to host an event which provides Portland businesses with the inspiration and understanding to help them build or strengthen their businesses,” said Sharr Stark, President of Clear Channel Outdoor – Portland Market. “We want to inspire creativity through advertising and marketing so businesses can connect with consumers in the Portland way.”

In today’s challenging economic environment, Portland 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 Portland businesses versus alternatives like TV, online and social media advertising.

Businesses interested in attending can contact Rebecca McMurry at rebeccamcmurry@clearchannel.com.

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 914 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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Source: Clear Channel Outdoor Holdings, Inc.