

Suzanne Grimes Elected to Polaris Board of Directors; To Drive Awareness and Action Against Human Trafficking

Leading Nonprofit Organization Combatting Modern Slavery to Benefit from Grimes' Leadership, Business and Media Expertise

NEW YORK--(BUSINESS WIRE)-- [Polaris](#), a leader in the global fight to eradicate modern slavery and restore freedom to survivors, today announced it elected [Suzanne Grimes](#), president and COO, Clear Channel Outdoor-North America to its Board of Directors for a one year term beginning July 11, 2014.



Suzanne Grimes making remarks in Houston at announcement of Texas statewide anti-human trafficking campaign (Photo: Business Wire)

Human trafficking is a thriving criminal industry, with traffickers making billions in profits by using force, fraud, or coercion to rob victims of their freedom. The International Labor Organization estimates that there are 20.9 million victims of human trafficking worldwide. The National Human Trafficking Resource Center hotline, operated by Polaris, received reports of 5,214 cases of

human trafficking in 2013 (read more 2013 statistics [here](#)). The hotline is a lifeline for victims of modern slavery and a resource for community members to provide tips and request information.

"Polaris is excited to welcome Suzanne to our Board of Directors, where her expertise will be indispensable," said Bradley Myles, CEO of Polaris. "With Suzanne at the helm, Clear Channel Outdoor continues to make enormous contributions to the fight against modern slavery. Suzanne shares our passion to help people understand the issue and is using her voice and the media she commands to help. From donating billboard and poster inventory in numerous cities to providing invaluable insight into targeted awareness campaigns, Suzanne's impact demonstrates what can be accomplished when companies take proactive

steps to combat this crime.”

Clear Channel Outdoor launched its first anti-human trafficking campaign alongside Polaris in Philadelphia in 2012 and has since supported targeted campaigns in Baltimore, Las Vegas, Los Angeles, Miami, Milwaukee, New Jersey, New York, Phoenix, San Francisco, Seattle, and recently a statewide campaign in Texas in conjunction with Polaris, the FBI, United Against Human Trafficking, and Governor Rick Perry. Grimes has ensured Clear Channel Outdoor teams across the country have fully leveraged CCO’s diverse portfolio to make a difference in communities where trafficking is a serious problem.

“I am excited to embrace my new role as a Polaris board member,” said Grimes. “Polaris’ team is giving victims hope for a better life by showing that there is a way out, and they are on the front lines bringing traffickers to justice by providing vital information to law enforcement agencies working to combat this tragic crime. My goal is to significantly raise the profile of this crime by creating a greater sense of awareness that supports victims seeking help while driving concerned citizens and socially responsible companies to join the fight.”

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 675,000 displays in over 40 countries across five continents, including 47 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 1,000 digital billboards across 39 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. More information is available at www.clearchanneloutdoor.com.

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Source: Clear Channel Outdoor Holdings