



BanBillboardBlight

MEDIA ALERT

MEDIA CONTACTS:

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SCENIC AMERICA AND AFFILIATES JOIN WITH COALITION TO BAN BILLBOARD BLIGHT IN LOS ANGELES TO INCREASE FIGHT AGAINST DIGITAL BILLBOARDS AND PUT A HOLD ON THESE “WEAPONS OF MASS DISTRACTION”.



The Intersection of Santa Monica Boulevard and Westwood Boulevard in Los Angeles

Digital billboards are aggressive intrusions on a captive audience who can't avoid these advertisements. They endanger public safety by deliberately taking the drivers' eye off the road repeatedly and onto the brightly lit changeable message. Also, there is an issue that is just emerging, which is the tremendous financial cost to the public when billboard removal is required. Every time one comes down for things like public transportation and improvement projects, our public treasury must buy the advertisers out. These costs can potentially put millions of dollars into the advertising industry instead of going to projects that improve the lives of our citizens. The time has come to reclaim the roads from an industry that puts financial gain ahead of the public interest. Without direct and immediate action, the numbers of digital billboards will continue to multiply, putting California residents, particularly our vulnerable teenage drivers at great risk.

WHAT: Update on recent local and national developments in the billboard struggle plus announcement of several new initiatives to combat the spread of digital billboards.

WHEN: October 21, 2010, 11 A.M.

WHERE: Intersection of Santa Monica Blvd. and Westwood Blvd., Los Angeles, California.

WHO: **Mary Tracy**, Executive Director, Scenic America; **Dennis Hathaway**, President, Coalition to Ban Billboard Blight; **Abby Dart**, Executive Director, Scenic Michigan; **Ossian Or**, Executive Director, Scenic Minnesota, and several other local guests including city officials, legislators, and citizens affected by these jumbotrons. Interviews available with all presenters and many guests.

MORE INFO: Coalition to Ban Billboard Blight: www.banbillboardblight.org
Scenic Minnesota: www.scenicminnesota.org