

Outdoor Media Association
Suite 504, 80 William Street, East Sydney NSW 2011
T 02 9357 9900 F 02 8356 9500 E info@oma.org.au
ABN 59 004 233 489 www.oma.org.au

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For immediate release

Media Release

Missing girl found as the 2013 National Missing Persons Week commences



The 2013 National Missing Persons Week (NMPW) campaign is off to the best possible start with the locating of missing 14-year old, Bethany Neville, who features in this year's outdoor advertising campaign. Bethany was last seen in March this year and has now been reunited with her parents.

"We are so happy to hear this great news and to learn that Bethany is safe and well," said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

"The OMA is proud to support this very important campaign for a fifth year. Outdoor advertising is seen by 90% of the population, and is therefore a great way to broadcast this vital information. We hope the campaign will raise awareness for all missing person cases."

The 2013 advertising campaign also focuses on another missing person Neil Hinkley who was last seen in Umina in the Central Coast of NSW.

"A significant portion of this year's donated advertising space is digital – this means we have been able to update the artwork very quickly to promote the great news that Bethany has been found," said Moldrich.

"In the United States, digital billboards and Out-of-Home advertising have been adopted in similar situations with great success – AMBER alerts are used to help locate missing children and the FBI utilises digital to target areas where criminals may be active. This quick time response that digital inventory allows for is an exciting part of the outdoor industry's future."

NSW Police Assistant Commissioner Peter Barrie thanked the OMA for their ongoing support and contribution. "This advertising is invaluable in raising the public awareness of missing persons. A picture truly is worth one thousand words in our search for missing persons."

A staggering 35,000 people are reported missing each year in Australia – that figure equates to one person every 15 minutes. This is an issue that has the potential to affect anyone, irrespective of age, gender, sexuality, culture, profession or educational background. Missing person cases are a great toll on family and friends, reiterating the importance of the NMPW campaign.

In 2013 OMA members have generously donated over \$210,000 in free advertising space. Participating companies include APN Outdoor, JCDecaux, oOh! Media, ROVA and Torchmedia. Printing services were provided by Cactus Imaging and Omnigraphics.

NMPW runs from 28 July to 3 August - For more information on the campaign visit:
www.missingpersons.gov.au.

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FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9999 M: 0407 418 273

Editor's Notes:

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.