

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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Media Release

The Outdoor Media Association goes digital for a good cause



This month the Outdoor Media Association (OMA) will donate \$2,500 to the NSW Rural Fire Service (RFS) as part of the 'click, share and care' online Christmas card. For each interaction on the Christmas microsite, the OMA pledged to donate \$1 to the NSW RFS to assist in the valuable work they do for the community and help alleviate the impact of the devastating bush fires in 2013.

The concept was developed with new web design start-up, Black Nova Digital, saying "We welcomed the opportunity to work with the OMA to build their Christmas 2013 web application and to also contribute to an organisation that really makes its impact felt when bushfire season arrives. As an RFS Volunteer myself, I know the donation will make everyone's life a little easier when fighting a bushfire. Thanks to everyone at the OMA for their holiday gift this season," said David Theodorou, CEO of Black Nova Group.

"The 70,000 men and women of the NSW RFS are grateful for the support and generosity of groups such as the OMA. Our volunteer firefighters do not seek recognition for their service but appreciate the support through donations to help them to carry out the vital work that they do to protect communities from the onset of fires and other emergencies," Russell Taylor, AFSM, NSW Rural Fire Service Group Manager Executive Support.

"The OMA's Christmas microsite asked recipients to write an E-Christmas card to the OMA and in return the OMA would donate \$1 to the NSW RFS," explained Julie Jensen, Director of Marketing for the OMA. "Each 'share' of the app through social media added another \$1 to the donation, until we reached our goal of \$2,500."

"We received some lovely messages and the microsite gave us that personal connection with our colleagues, as well as supporting a worthy local cause."

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For more information contact: Kate Windon, Communications Manager, Outdoor Media Association on 02 9357 9900

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.