

Outdoor Media Association

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Media Release



Australia joins the globe to help save endangered species

Members of the Outdoor Media Association (OMA) today launched an Out of Home (OOH) campaign as part of a global partnership with the National Geographic Society and OOH industry bodies from 20 countries around the world to bring attention to species at risk of extinction.

Commencing on Endangered Species Day, 18 May 2018, a variety of powerful images will run across digital signage in NSW, QLD, SA, VIC and WA, to raise awareness about populations in decline all over the world and to inspire people to learn how to help protect them.

The campaign will be unrolled first in Australia and is supported by eight companies: Adshel, APN Outdoor, Bishopp Outdoor Advertising, goa, JCDecaux, oOh!media, Outdoor Systems and QMS Media.

“OMA members annually donate more than \$36 million in media services and space to support community and government programs,” said OMA CEO Charmaine Moldrich. “We are proud to be part of this global campaign which will be broadcast on Digital Out of Home (DOOH) in every continent, except for Antarctica. The creative has been curated by National Geographic, featuring relevant species for each region – driving home the fact that this issue affects every corner of the world.”

The National Geographic Photo Ark, led by photographer Joel Sartore, is a multi-year endeavour to document every species living in zoos and wildlife sanctuaries, encourage action through education, and help save wildlife by supporting on-the-ground conservation efforts. Sartore’s breathtaking portraits motivate people to care about these animals and to do something while there’s still time to protect them. To date, Sartore has documented 8,000 species, putting him two-thirds of the way toward completing the Photo Ark, which he estimates will include portraits of more than 12,000 species.

The campaign will feature 10 species, all of which are listed on the International Union for Conservation of Nature Red List as vulnerable, endangered or critically endangered. While some regions will showcase endemic species, all of the countries will highlight the Sumatran rhinoceros, one of the most endangered large mammals on the planet. Global audiences will also be invited to visit PhotoArk.org to learn more about the species depicted across the DOOH formats and learn about ways to protect wildlife and their habitats.

For more information about the species featured in this campaign and about the National

Geographic Photo Ark, visit PhotoArk.org.

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FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

About the Outdoor Media Association

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 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.

A Board of Directors, elected by the members, governs the OMA. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

About the National Geographic Society

The National Geographic Society is a leading nonprofit that invests in bold people and transformative ideas in the fields of exploration, scientific research, storytelling and education. We support educators to ensure that the next generation is armed with geographic knowledge and global understanding. We aspire to create a community of change, advancing key insights about our planet and probing some of the most pressing scientific questions of our time. Our goal is measurable impact: furthering exploration and educating people around the world to inspire solutions for the greater good. For more information, visit www.nationalgeographic.org.