



FAIRWAY OUTDOOR ADVERTISING

## Press Release-FOR IMMEDIATE RELEASE

February 1, 2019

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### **BREAKING NEWS: FAIRWAY OUTDOOR ADVERTISING HAS PARTNERED WITH EPB FOR A CITY WIDE FIRST EVER PRODUCT LAUNCH BY TURNING ALL DIGITALS TO STATICS FOR THE DAY**

Fairway Outdoor Advertising and EPB have partnered for the launch of #HappyDay. Fairway Outdoor Advertising is taking all 43 digital locations in the Chattanooga Metro area and turning them into static locations on February 1, starting at 9:45am for EPB's big reveal. Typically all digitals rotate every 8 seconds and have a maximum of 8 advertisers on each location. Turning the digitals into statics from 9:45am until midnight will have a HUGE impact on delivering EPB's message to their customers, garnering a little over 3 million impressions for the day! This is a first for Fairway Outdoor Advertising and the evolving billboard industry in the Chattanooga market.

What: Turning all 43 digital locations in Tennessee to static for EPB's #HappyDay

Who: Fairway Outdoor Advertising

When: February 1, 2019 starting at 9:45am

Where: All throughout Chattanooga Metro with city wide coverage

Questions, feel free to contact Fairway Outdoor Advertising, Sales Manager, Tammy Phillips-Dudley at [tammy.dudley@fairwayoutdoor.com](mailto:tammy.dudley@fairwayoutdoor.com) or at 423-314-6530