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CBS Outdoor helps "Inspire Oakland"



CBS Outdoor has once again helped to "Inspire Oakland". Oakland Digital Arts & Literacy Center ([ODALC](http://odalc.org)) conducting their second annual "Inspire Oakland" graphic art program. The basis of the campaign was to get the local community involved in a collaborative billboard creation contest. "Inspire Oakland" encourages interest in graphic design and information technology through creative expression.

Laney College and McClymonds High School implemented "Inspire Oakland" into their respective art programs; nearly 400 design submissions were submitted this year. Oakland Digital helped to project a positive image of Oakland, and inspire the diverse population of the city, while encouraging the young talent to jumpstart their careers in digital media. The top four designs have their artwork displayed on digital billboards donated by CBS Outdoor.

About Oakland Digital (ODALC)

Oakland Digital (ODALC) is a volunteer-run California 501(c)(3) not-for-profit, public benefit organization that makes computer education more relevant and provides low-income communities with the tools they need to be effective 21st-century citizens and productive members of the increasingly digital economy. For more information, visit www.odalc.org.

About CBS Outdoor

CBS Outdoor is one of the largest out-of-home media companies in the Americas (United States, Canada, Mexico and South America), with a major presence across Europe in the United Kingdom, Ireland, France, Italy, the Netherlands, Spain and China. With both traditional outdoor and transit advertising properties, this division gives advertisers both breadth of coverage across vast geographies and depth of coverage, providing multiple media opportunities in key markets. For more information, visit www.cbsoutdoor.com.

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