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## **Billboard skins to help shelter cyclone victims**

Outdoor media operators throughout Australia have rallied together to send more than 20,000 square metres of recyclable billboard advertising skins to North Queensland to assist the rescue effort for families and businesses devastated by Cyclone Larry.

The Chief Executive of the Outdoor Media Association, Helen Willoughby, said the tough waterproof skins would be used as tarpaulins for temporary roofing, or to protect sheds and machinery from further water damage.

The vinyl billboard materials generally range in size from 12.6 metres by 3.5 metres to 19 metres by 4.5 metres, and weigh up to 35 kilograms per skin.

“The industry has responded quickly to the needs of North Queensland residents by focusing its efforts on gathering up to 500 super size skins and arranging for their transportation,” Ms Willoughby said.

“These skins are coming from as far a field as Melbourne, Sydney and Brisbane and will be dispensed to residents, farmers and business owners in the towns of Tully, Innisfail, Babinda and the Tablelands.

“We will be supplying the skins direct to the Queensland State Emergency Services over the coming week to assist the clean up activities.”

Trucking companies DHL and Toll North have donated the freight space, while Paradise Outdoor Advertising, which operate in Central and North Queensland, have coordinated the exercise.

Ms Willoughby said the industry was prepared to offer further support and would be talking to the State Government and local councils about how it may contribute to future appeals for donations or general marketing campaigns.

“The outdoor industry can play a role in the economic recovery of this region,” Ms Willoughby said.

“We will be doing what we can to help.”

**Further information:** Helen Willoughby, CEO 0439 023 389