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## media release

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FOR IMMEDIATE RELEASE

### **Outdoor Media Association supports National Missing Persons Week 2011**

Today the Outdoor Media Association (OMA) launches a \$170,000 Out-of-Home (OOH) advertising campaign in support of National Missing Persons Week (NMPW) which runs from 31 July to 6 August.

The OMA and its members are long-standing supporters of NMPW and have provided pro-bono OOH advertising space to NSW Police for the last three years. This year the OMA is also extending its support to VIC Police, taking the total contribution since 2009 to \$475,000.

The aim of this year's campaign is to help find a missing person in NSW and VIC – Shannon O'Brien from the Central Coast who went missing in April 2011 and Siriyakorn 'Bung' Siriboon from East Melbourne who has been missing since 2 June 2011.

OMA CEO Charmaine Moldrich said, 'The OOH industry is proud to support such an important cause. We know that OOH advertising is a highly visible medium that reaches people in their communities and our hope is that the message is seen by someone who can help provide the information needed to find Shannon and Bung.'

The OOH media includes taxi backs, shopping centre and university panels, a roadside billboard as well as bus shelters and free standing panels in Sydney and Melbourne CBDs.

NMPW is an annual event that raises awareness of the issues and impacts associated with missing people. This year's theme is 'When someone goes missing, more than one person is lost'.

Each year 35,000 people are reported missing in Australia – one person every 15 minutes. While 95 per cent of missing persons are



found within a short period of time, the lasting impact, particularly on families, is devastating. The reasons why a person goes missing are many and varied and can include abduction, murder, domestic violence, misadventure, miscommunication, mental illness and dementia related illnesses.

OMA members who donated space to this year's campaign are EYE, oOh!media, JCDecaux and ROVA Media. Printing services were provided by Brite.

## **ENDS**

### **Further information:**

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### **Editor's Note:**

The Outdoor Media Association 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 association 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 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.

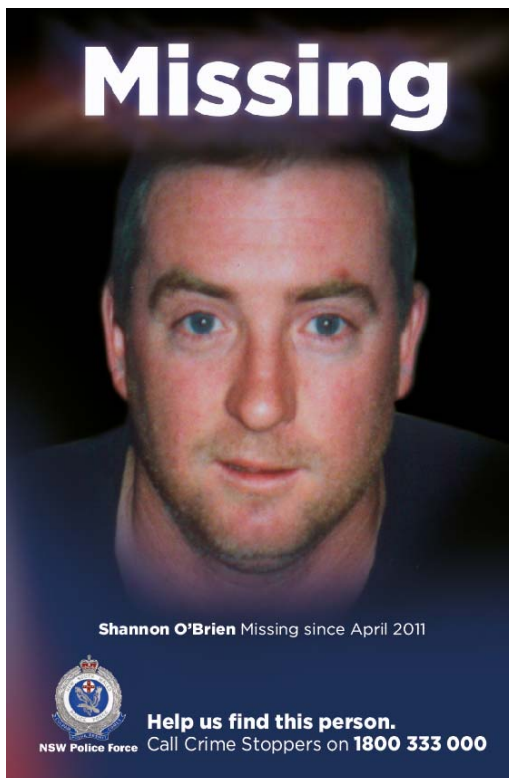
Members of the OMA adhere to a Code of Ethics and abide the regulatory frameworks in which they operate.

### Fact Sheet:

- 35,000 people are reported missing to police each year in Australia – that's one person every 15 minutes.
- In NSW there are currently more than 600 people listed as long-term missing.
- Research indicates that for each person reported missing there are 12 people directly affected by their disappearance.
- The three primary groups at risk of going missing are those suffering from a mental illness, the elderly and young people.
- The most common missing persons are girls aged 13 to 15.
- It is not a crime to go missing. People go missing for a variety of reasons.
- Do not wait 24 hours to report someone missing.

### Following: Artwork from VIC and NSW Missing Persons Week Out-of-Home Media Campaign

NSW



VIC

