



Texas EquuSearch and the Digital Billboard Industry Form Alliance

(December 14, 2016, Houston, TX) Texas EquuSearch Mounted Search and Recovery Team, a nonprofit organization that spearheads recovery efforts for lost and missing persons has launched a new partnership with the Texas outdoor advertising industry including the Outdoor Advertising Association of Texas (OAAT) and OUTFRONT Media. Outdoor advertising companies will provide donated messages on digital billboards across the state for cases involving missing persons. The partnership between Texas EquuSearch and the outdoor advertising industry will include the periodic display of donated messages relating to missing persons cases throughout the state on digital billboards.

“Our major companies including Clear Channel Outdoor and Lamar Advertising are dedicated to assisting the communities in which we operate. A program such as this will help many Texans search for missing loved ones,” Lee Vela, president of the OAAT, said. “We welcome OUTFRONT Media in this effort.”

“OUTFRONT Media has a long tradition for helping our communities, this is one more effort that could help save lives and make a true difference to those families who are looking for lost family members,” Curtis Gogburn, OUTFRONT Media, said. The first case for the new partnership will feature the current case of Connelly Wirth who was last seen in Houston on November 24, 2016. Mr. Wirth was in a serious accident several months ago and is in need of medication. These messages are now being displayed through the Harris and neighboring counties on up to 35 digital billboards operated by Clear Channel Outdoor and OUTFRONT Media and will continue while the case is active with Texas EquuSearch. Other messages concerning other cases will be displayed on an “as needed” basis in the areas of Texas closest to search efforts.

“The exposure these digital billboard messages will give to cases like Connelly’s is valuable to the success of finding missing persons,” Tim Miller, Texas EquuSearch founder said. Houston City at Large Councilmember, Michael Kubosh was instrumental in developing the program with Texas EquuSearch and the outdoor advertising industry. “Anytime we can blend the corporate private sector with the great work of non-profit organizations like Texas EquuSearch, it is a win/win for everyone,” Councilmember Kubosh, said. “Having these messages on digital billboards throughout area and in Texas will be a key in solving so many of these cases, we need to expand the coverage of digital billboards in our area.”

Texas EquuSearch was founded by Tim Miller as a dedication to the memory of Laura Miller, his daughter. Laura was abducted and murdered in North Galveston County in 1984. Currently EquuSearch has approximately 600 members and is growing rapidly conducting searches throughout the United States and worldwide for missing persons. It is a charitable organization funded solely by donations.

The Outdoor Advertising Association of Texas represents the majority of billboard operators in Texas though its member companies such as Clear Channel Outdoor and Lamar Advertising. OUTFRONT Media operates 1,200 signs in Texas markets and in 50 markets across the country.