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Orange Barrel Media and sister company IKE Smart City relaunch the #OBMSUPPORTSLOCAL initiative

Donating free advertising space to local and independent businesses and non-profits

Orange Barrel Media (OBM) and sister company **IKE Smart City** launch the second iteration of the **#OBMSUPPORTSLOCAL** initiative, donating significant airtime on their out-of-home digital signage platforms to support local businesses and non-profits across the country who are negatively affected by closures and restrictions due to the ongoing pandemic. Together, Orange Barrel Media and IKE Smart City operate one of the largest independent networks of digital signs at iconic locations in the urban core of 18 major US cities, capable of delivering approximately 100 million impressions weekly. **#OBMSUPPORTSLOCAL** launches **Monday, February 22** nationwide and will run through the month of March in partnership with local city stakeholders in **Boston, Los Angeles, Washington DC, Atlanta, Cleveland, Cincinnati, Denver, Charlotte, St. Louis, Pittsburgh, Baltimore, San Antonio, Norfolk, Tampa, Coral Gables, Tempe, Kansas City, and Columbus.**

“In early 2020, we launched #OBMSUPPORTSLOCAL to underscore the essential role that local businesses and organizations play in enriching our lives and making our cities unique. We were honored to work with businesses across the country to donate nearly \$2 million in advertising space last year,” said **Pete Scantland, CEO of Orange Barrel Media and IKE Smart City.** “While we look forward to the future as restrictions begin to ease safely, supporting our cities in all stages of this health and economic crisis is vital. Our community-based teams are working closely with local partners and continue to urge interested organizations and businesses to submit requests and participate in this initiative.”

Orange Barrel Media developed the initiative when mandated closures of local businesses began sweeping the nation in 2020 to help create community awareness of the ways in which merchants and non-profits remained open for business in the midst of restrictions that forced many to close their doors to the public. During March and April 2020, donated time for the #OBMSUPPORTSLOCAL initiative was valued at \$1,895,250. Building on the success of the first run of the initiative, the second edition of #OBMSUPPORTSLOCAL recognizes the ongoing impact of COVID-19 on the cities that OBM and IKE Smart City are based in.

“Donating free advertising space is much appreciated news and most helpful to our local non-profits and small businesses, especially at this critical time,” said **Rosemarie E. Sansone, President & CEO of the Downtown Boston Business Improvement District.**

To participate, local and independent businesses, non-profits, and community organizations located in the cities listed above should submit a request to obmsupportslocal@orangebarrelmedia.com. Requests should share a brief description of the business and the ways in which customers can continue to provide support during this time of need.

ABOUT ORANGE BARREL MEDIA

Orange Barrel Media and sister company IKE Smart City, pioneer landmark media and smart city technology to improve lives in cities. Since its founding in 2004, Orange Barrel Media has been committed to a community-oriented model of media development and is now nationally recognized by cities and real estate owners alike seeking to implement programs that add to the vibrancy and character of urban places. Orange Barrel Media operates iconic urban media displays in 18 of the top US markets, and its ongoing innovations have differentiated Orange Barrel Media as a leader in the Out-of-Home industry. Orange Barrel Media leveraged that expertise to develop sister company, IKE Smart City, which is blazing the way in smart city initiatives with its interactive digital kiosk, IKE, now launched in 8 cities and expanding nationwide. For more information, visit orangebarrelmedia.com and ikesmartcity.com

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