



## **PRESS RELEASE**

### **FOR IMMEDIATE CIRCULATION**

## **Over 73 Million in Advertising Space Donated by COMMB's Out of Home Members**

**Toronto, August 24, 2020**

In 2019, COMMB's out-of-home member companies contributed \$73+ million in free advertising space to support hundreds of charities and not-for-profit associations. The OOH advertising space has helped these organizations increase awareness of specific causes and services, recruit volunteers and raise funds for their programs.

"The value of the free advertising space increased 22% over the previous year and demonstrates the OOH industry's ongoing commitment to support local communities. OOH advertising continues to deliver mass reach and remains one of the most trusted channels making it the ideal medium to promote programs that support families, health & wellness and youth advocacy", said Rosanne Caron, President of COMMB.

Click [here](#) to view the 2019 Community Report

### **About COMMB**

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services.

[www.commb.ca](http://www.commb.ca)

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