

AMBER Alert Effort Gets Outdoor Advertising Partner

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There's a new electronic weapon available to help find missing children when an AMBER Alert has been issued.

Cincinnati's Lamar Advertising has committed to using its outdoor electronic billboards to help alert the public.

Test messages were posted on 15 billboards in Southwestern Ohio, Northern Kentucky and Southeastern Indiana just before Noon on Tuesday.

"We are proud to be able to use our technology to help with this noble cause and help the community during its hour of greatest need," said Lamar General Manager Tom Fahey. "We hope we never have to use this system, but if we do, we're ready."

The effort is part of the Outdoor Advertising Association of America's goal of helping to find abducted children. Nationally, over 800 electronic billboards will carry the messages.

The AMBER Alert program was started in the Dallas area in 1997 after a nine-year-old girl named Amber Hagerman was abducted and murdered in Arlington, Texas.

The U.S. Department of Justice now runs the program, which has been credited with the successful recovery of more than 399 children.

In Greater Cincinnati, law enforcement agencies, ARTIMIS and the media partnered in 1999 to create one of the first regional, and one of the strongest, AMBER Alert programs in America.