**MEDIA RELEASE**

oOh!media Limited

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**oOh! and Greater Bank recognise community heroes in OOH campaign**

oOh!media has partnered with Greater Bank to recognise and thank local heroes across NSW for their kindness and generosity during the COVID-19 crisis.

Greater Bank customers and members of the wider community are being urged to nominate people who are going above and beyond to support others. From recognising hard-working ICU nurses to thanking local café owners, the localised messages of thanks will then be amplified on 30 oOh! large format billboards across Newcastle and the Hunter Valley, Central Coast, New England and the Illawarra regions.

oOh!media’s Chief Customer Officer, David Scribner, said oOh! was pleased to partner with a local institution like Greater Bank on this campaign to call out local heroes in regional communities across New South Wales.

“As a public space medium we wanted to recognise those people showing empathy and compassion during this challenging time and profile them as heroes among their local communities,” he said.

“Greater Bank was a natural partner for this campaign, with the customer-owned bank playing a key role in supporting local people and businesses in each region.”

Greater Bank Head of Marketing and Customer Experience, Matthew Hingston, said the organisation has strong connections to these regions and its people, and this campaign was a unique way to recognise those who are doing so much for their communities in these unprecedented times.

“Supporting the people that support us is part of our DNA, which has never been as important as it is now. We have all witnessed incredible acts of generosity and support in our communities over the past four weeks as we all come together to support each other,” Mr Hingston said.

“This campaign is a simple way for us to literally put up in lights those people who have conducted some incredibly important feats, which otherwise would have gone unnoticed by the wider community.”

Those wishing to call out a local hero are encouraged to visit Greater Bank’s Facebook page and comment on their post in 10 words or less who they would like to thank, along with their name and suburb.

The campaign is set to go live this week.

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**About oOh!media:** oOh!media is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!’s diverse network of more than 37,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, gyms, bars and universities and integrating with experiential, social, mobile and online - helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry’s best data, insights and media planning tools, as well as leading technological innovation, to give advertisers an added layer of campaign intelligence.oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.