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Digital Billboards To Show Primary Results Live
Outdoor Advertising Industry To Provide Results As They Happen

CUMMING -- Picture this: You're trying to get away from the primary election returns that are pouring forth on every TV channel, radio station, even your cell phone and home computer -- so you jump in the car and go for a relaxing long drive Tuesday night.

No such luck. Resistance is futile. For the first time, the numbers will even be flashing from billboards.

The Outdoor Advertising Association of Georgia announced Monday that 15 electric billboards in eight cities -- including metro Atlanta, Rome, Augusta, Albany and Valdosta -- will carry election updates from 7 p.m. to 11 p.m. The digital signs will also post final results, when they are tabulated.

"We are very excited to provide such a valuable service during a pivotal political race to the people of Georgia," said Conner Poe, Outdoor Advertising Association of Georgia Executive Director. "This new technology lets us provide this important information as it happens to the hundreds of thousands of people who see these billboards."

"Georgia's outdoor advertisers are responding to significant statewide interest in the outcome of the presidential primaries."

The results are being provided as a public service to the people of Georgia. Results will be provided by the office of the Secretary of State, and will be considered unofficial until certified by the parties.

The Outdoor Advertising Association of Georgia proudly represents nearly 200 outdoor advertising companies, affiliates and vendors who serve the State of Georgia. Founded in 1991, the OAAG is dedicated to promoting, protecting and advancing outdoor advertising interests in Georgia.

Attached is a sample of the template to be shown on the digital billboards

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