

JANUARY 2021/ do it outdoors media newsletter

Special Message:

The time has come for one of the most beloved members of the Team to spread her wings and move on to another opportunity. It's with great sadness that we say goodbye to Thecia. Over the past few years, she's grown into one of the most important and irreplaceable pieces of the entire company. She will be sorely missed by all but we are happy for her and hope her next adventure brings her as much joy as she brought us.

There was a large truck that needed to cross a 20-mile long bridge. Unfortunately, the bridge could only hold the weight of 12000 lbs. Even a single pound extra, the bridge would collapse. However, the weight of the truck is exactly 12000 lbs. The driver carefully drove and crossed almost 85% distance of the bridge. He stopped to get a small break. Suddenly, a bird landed on the truck. Did the bridge collapse? Answer is on page 7

Fun Fact

The Outdoor Advertising Association of America calculates that each mobile billboard can generate 30,000 to 70,000 impressions per DAY.



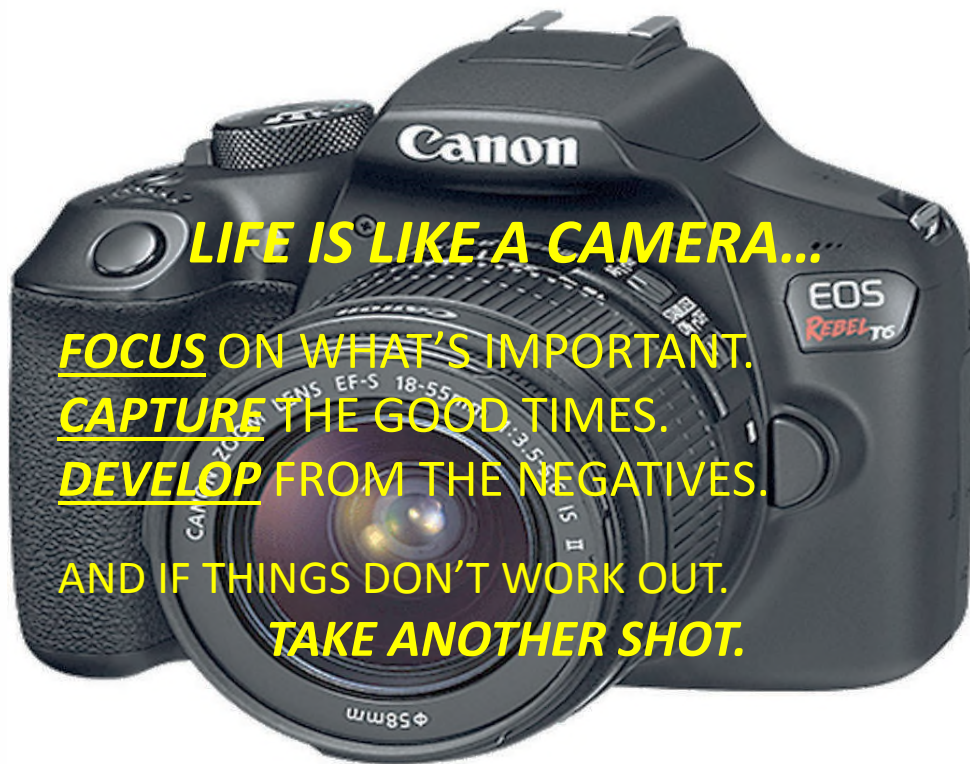
Celebration Time: It's all about You

Our Family

A new year
A fresh start
Same dreams
New challenges

Feel the fear
And do it anyway

365 new days
365 new chances



LIFE IS LIKE A CAMERA...

FOCUS ON WHAT'S IMPORTANT.

CAPTURE THE GOOD TIMES.

DEVELOP FROM THE NEGATIVES.

AND IF THINGS DON'T WORK OUT.

TAKE ANOTHER SHOT.

Out and About:

If you ever find yourself driving through Iowa on I-80, make sure you check out the **World's Largest Truckstop**. Off Exit # 284 in Eastern Iowa, this Truckstop has been described by truckers as a small city by some and others have called it a Trucker's Disneyland. They have a large Trucking Museum on sight, and host an annual truckers jamboree, super truck beauty contest, among many other events.

Definitely a sight to see!

REMEMBER: Keep sending us your suggestions to use in this section.

Partner Spotlight:

goPuff



If you're anything like me, you hate to have to go to the grocery store after a long day at work and even more so in the times we are currently living in. In the age of making things easier, goPuff is one more company out there focusing on making life easier for their clients. Founded in 2013 and headquartered in Philadelphia, PA, goPuff has found their niche market.

All you have to do is download their app or go to their website and you can have anything from snacks and groceries to alcohol, makeup, auto parts or even certain electronics delivered in as little as 30 minutes for a nominal fee of \$1.95. It's basically Uber eats for groceries and such instead of fast food deliveries. Although the GoPuff name is derived from the middle eastern hookah pipe, they sell no tobacco products.

It's a very simple process and they seem to be able to deliver virtually everything that say Walmart sells with some exceptions. They do have certain rules they must abide by in each city so items are not universally available in all markets.

We are currently running a 20 day GoPuff campaign in State College, PA so if you're in Pennsylvania through February 14th, keep an eye out for Kyle and the mobile.

Next time you need some Tito's Vodka, Gatorade, Pepsi, Happy Egg eggs, Valvoline motor oil, Miller, Coors, Budweiser beers or any of the countless 3 brands we ran for in 2020 delivered to your home or hotel, think of GoPuff

Safety First:

Today's Tip: Added Sugars Info

Added sugars won't be able to hide much longer on packaged food labels. Included with the FDA's new Nutrition Facts Label requirements, sugars added during the processing or packaging of foods, plus sugars from syrups, honey, concentrated fruit or vegetable juices must be identified. Use this information to help you limit your daily calories from added sugars. Some manufacturers have already switched to the new label and others have until 2021 to fully comply.

Source: FDA



EAT SMART ADD COLOR MOVE MORE BE WELL

CUT OUT ADDED SUGARS

Added sugars are sugars added to foods and beverages when they're processed or prepared. Consuming too much can hurt your health and even shorten your life.

The American Heart Association recommended daily limit for added sugars:

WOMEN & KIDS*

6
TEASPOONS
25
GRAMS
100
CALORIES
OR LESS

MEN

9
TEASPOONS
36
GRAMS
150
CALORIES
OR LESS



Where to watch for added sugars:



SUGARY DRINKS

Flavored Milk
Sports & Energy Drinks
Soda & Soft Drinks
Coffee & Tea
Juice & Fruit Drinks



SWEETENED BREAKFASTS

Breakfast & Energy Bars
Granola & Muesli
Hot & Cold Cereals
Yogurts
Smoothies



SYRUPS AND SWEETS

Syrups
Honey & Molasses
Jelly, Jam & Spreads
Drink Mixes
Candy



FROZEN TREATS

Ice Cream & Gelato
Frozen Yogurt
Popsicles
Sherbet & Sorbet
Frozen Desserts



SWEET BAKED GOODS

Sweet Rolls & Breads
Cakes, Cookies & Pies
Donuts & Pastries
Snack Foods
Desserts

How to avoid them:

Always check nutrition facts label & ingredients.

Replace candy & desserts with naturally sweet fruit.

Limit sugary drinks & foods.

Make items at home with less added sugars.



A national supporter of the American Heart Association's Healthy for Good Movement.

LEARN MORE AT
HEART.ORG/HEALTHYFORGOOD

*ages 2+ (children under 2 should not consume any added sugars)

Driver Discovery:

James Spicer

James Spicer is our first Lead Driver to be featured and we couldn't be more excited to share a little bit of this Texan's story with y'all. James comes to us from Tyler, TX, a small town outside of Dallas, and has been driving with **do it outdoors** since 2009.

Although he's a Texas Boy now, James is originally from Pensacola, FL where a lot of his family still lives. When asked about his favorite campaign, he said it was the BJ's campaign in Pensacola because he got to visit his hometown and spend a lot of time with his family that he doesn't get to see often.



Asked about any extracurricular activities he took part in during high school, he said he was "just a normal student waiting on the go home bell." He didn't do any extracurriculars, he just had to go home and do chores like cut firewood, rake the leaves and hoe the garden.

James is an avid fisherman and loves to go out hunting when he can. So we asked him if he could only choose one between hunting or fishing, which would he choose. He chose fishing because it's a year-round sport compared to hunting which is more seasonal.

I can personally attest to the fact that James is a great cook. If you're ever on a campaign with him, and he offers to cook dinner, do NOT turn him down. You won't regret it. We asked him about his favorite sandwich and to our surprise he went with a classic. He says "Nothing like a toasted BLT with extra bacon"

Motivated by his family and God, he wants people to know that he is a proud Christian. He loves helping people and entertaining guests and cooking them a good meal, or just being there for them during troubled times. If you've ever met James, you know how generous and selfless he can be. He would give you the last nickel in his pocket or the shirt off his back if you truly needed it.

In 2021 James is most looking forward to retiring. James is planning to retire this summer. We couldn't be happier for him to be moving on to his next chapter in life and truly wish him all the happiness he can handle.. Although, knowing James, I'm sure he'll be calling us to see if there are any odd jobs that need done. That's just who he is.

Some random facts about James to finish up. He would love to visit Montana. He thinks he could win on the game show Cash Cab. If he had a time machine, he would go back in time to where he was hit by a fast moving car, so that he could NOT be there at that time and avoid the accident. And one of his favorite jokes to close it out... "It's a dirty joke.... A white horse fell into a mud puddle" haha thanks James!

Photo Frenzy:

Throwback: 2008

The term “Mobile Domination” might sound new to some of you, but its not a new concept for us. We have been running Mobile Domination campaigns since we started such as this Tmobile campaign we ran in the Carolinas. 11 units in North Carolina, 11 units in South Carolina covering 26 markets for total market saturation and domination. It’s impossible to miss 11 mobile billboards driving past you!

Photo Taken by:
unknown



Today:



Wireless providers continue to be heavy hitters for us even through the pandemic. In 2020 we ran 141 units for Cell Phone Providers such as Verizon, Sprint, Boost, Cricket, Tmobile, and metro by Tmobile. Most of them being large, multi-unit campaigns spread out across metropolitan areas. Tmobile along with metro by Tmobile have also recently started their small town initiative, which we’ve been a part of, trying to get their names out in some remote areas.

Photo Taken by:
Merv Valentine

Keep in mind:

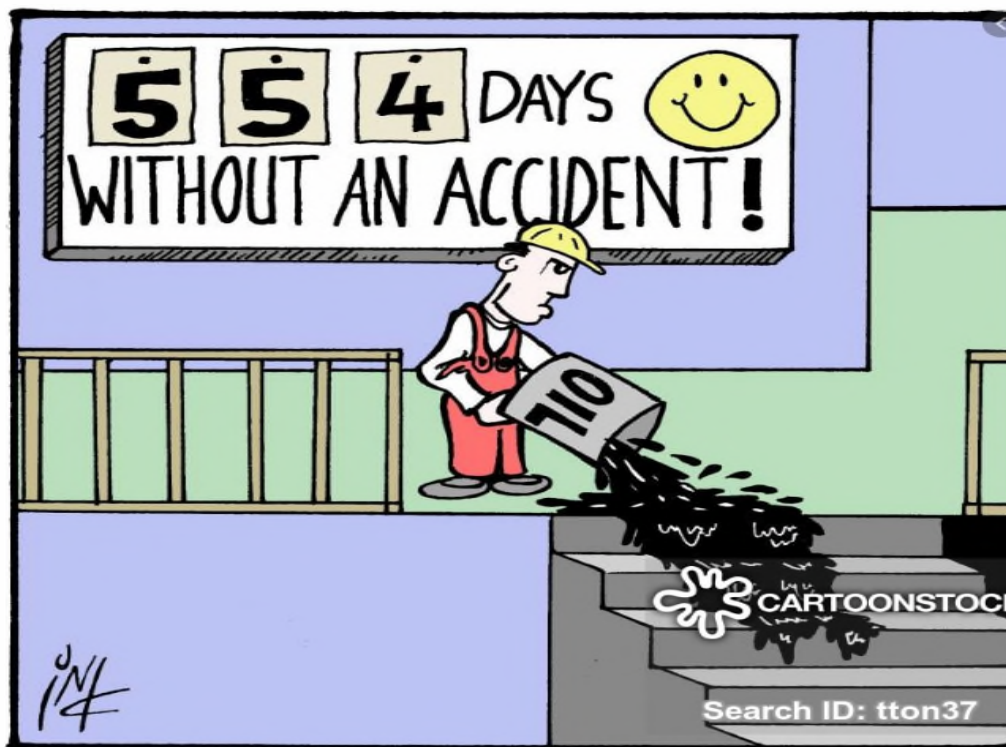
Changes and Reminders:

Remember do NOT save your vinyls unless asked to do so. They should not be piled up in the back of any unit. If you are going to the York or Vegas Hub and haven't heard to save them, please reach out. We have already sent 2 full pallets out for recycling, lets keep it up.

Take your time when using ADP. This is your payroll. This also effects your performance evaluation.

- Make sure punch in and out correctly everyday
- Use the proper labor codes

Make sure you are completing your UCR's any time you pickup or drop off a unit or once a month if you are in the same unit for that long.



It's not that Ted was a bad guy, he was just all out of "5's."



Editors:

Clark, Tim, Bronson, Jon, Rob, Thecia and Diane

Answer: No, the bridge doesn't collapse. The truck almost crossed 85% of total distance. Equivalent diesel fuel would have been lost. So the extra weight of the bird doesn't add any extra load to the bridge