

Shorelines



Mike 'Batman' Beatty, Bryan Clark and Hal Adkins with the newest curbside trash bin on Coastal Highway

Bus campaign now on trash bins

OutdoorPartner Media Inc. has officially hopped onboard the bus.

The Toronto-based company, which provides the curbside trash and recycling bins along Coastal Highway and parts of Baltimore Avenue, has recently donated approximately \$8,000 worth of display advertising space on two of its bins to help promote bus ridership here in the resort.

OutdoorPartner president Ari Huber arranged the donation after being contacted by Independent Publishers of Ocean City, the company that has designed and run the "Ride the Bus" ad campaign for the past two years.

Last week, Huber sent Bryan Clark to the resort to unveil the new bus bins in the presence of Town of Ocean City Public Works Director Hal Adkins and local DJ Mike "Batman" Beatty, who serves as the voice of the bus on radio and television spots here in the resort.

One bin, at 59th Street and Coastal Highway by the Bank of Ocean City, features a humorous "safari" theme while the second, on the bayside of Coastal Highway at 123rd Street, bears a "sports" motif.

Independent Publishers, which is the parent company of Oceana Magazine, provided the design and artwork for both bins.

Meanwhile, OutdoorPartner Media has just been awarded a contract to provide bins like those here in the resort to the Inner Harbour in downtown Baltimore.