

# Bins Donated To Promote Bus



Above right, taking a look at one of the new trash bins advertising the city bus are DJ Mike "Batman" Beatty, OutdoorPartners Media Vice President Bryan Clark and Ocean City Public Works Director Hal Adkins. Above is an example of the art work and message being used to promote the city bus.



**OCEAN CITY** – The Toronto-based company, which provides the curb-side 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 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, vice president of OutdoorPartners Media, 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.

One bin at 59th Street and Coastal Highway by the Bank of Ocean City features a humorous "safari" theme while the second, on the hay-side 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 in the resort to the Inner Harbour.