



Lamar Advertising and Recycle Across America Create 'Live Stream' Billboard Celebrity PSA Campaign to Promote Proper Recycling

*In honor of the first state to adopt RAA's standardized recycling bin labeling solution, a celebrity photo shoot for the 'Let's Recycle **RI**ght!' PSA campaign will be live-streamed from Providence onto hundreds of Lamar digital billboards across the country.*

Baton Rouge, LA – April 25, 2017 – Lamar Advertising Company (Nasdaq: LAMR) and nonprofit organization Recycle Across America (RAA) are once again joining forces to promote proper recycling. Last year, Lamar and RAA made history with the first-ever celebrity PSA campaign live-streamed to digital billboards for Earth Week. This week, on the heels of that anniversary, Lamar is donating the use of hundreds of digital billboards across the country, which will display a celebrity PSA campaign live-streamed from a photo shoot in Providence on April 26th.

The live-stream photo shoot is expected to result in more than four million PSA ad spots across the U.S. promoting RAA's *Let's Recycle **RI**ght!* campaign. Lamar is providing use of the digital billboards at no cost to RAA during the event on April 26 and for the remainder of Earth Month (through April 30).

The April 26th evening event called '*Let's Recycle **RI**ght!*' will be hosted at the Providence Public Library in Providence, RI. Famed celebrity photographer Timothy White is donating his talent to conduct the live-stream photo shoot of local celebrities and VIPs who are lending themselves to promote the nonprofit standardized labeling solution for recycling bins. Rhode Island is the first state in the U.S. to adopt RAA's standardized recycling bin labeling solution, and Rhode Island Resource Recovery will be recognized at the celebration at the Providence Public Library.

Confirmed photo shoot participants include:

Timothy J. Babineau, CEO, Lifespan
Shura Baryshnikov, Dancer/Actor/Educator
Chachi Carvalho, Rapper
Alex Eaves, Reuse pro and filmmaker
'Gansett Girls: Amanda Holt & Jamie Buscher
Nellie Gorbea, RI Secretary of State
MaxMan, RI's Recycling Superhero
Dan McKee, RI Lt. Governor
Rhody the Ram, URI Mascot
Kendrick Sampson, Actor, *How to Get Away with Murder*
Neil Steinberg, President & CEO, RI Foundation
Jonathan Stone, Executive Director, Save The Bay
Ed Tarbox, TV personality/Owner, Tarbox Toyota
Gabe Toro, Former URI soccer star/Head Coach Men's Soccer, CCRI
Erika van Pelt, Singer, American Idol finalist
John Zox, Drummer, Zox

Some of the celebrities that have been previously involved in RAA's '*Let's*' campaign include: Kristen Bell, Angie Harmon, Bill Maher, Ian Somerhalder, Alanis Morissette, Gabby Reece, Anthony Mackie, Stana Katic, Elvis Nolasco and Josie Maran.



Photos from the 'Let's Recycle **Right!**' celebrity PSA photo shoot and event at the Providence Public Library will be live-streamed to Lamar's digital billboards across the country.



Lamar's digital billboards will promote Recycle Across America's *Let's Recycle **Right!*** campaign the last week of Earth Month.

"We are thrilled to help promote Recycle Across America's standardized labeling solution and to celebrate Rhode Island's leadership in recycling at this amazing event," said Allie McAlpin, Communications Director for Lamar Advertising Company. "Using our live-streaming technology on digital billboards, we'll display the celebrity PSA photos as they're taken live at the event in Providence to Lamar digital billboards. The live-streaming to billboards brings a fun, unique element to the event, and we are excited to share this important PSA with millions of people for Earth Month."

"At a time when it's most needed, Rhode Island has joined Recycle Across America to create the most advanced recycling program and recycling campaign in U.S. history," remarked Mitch Hedlund, executive director of Recycle Across America. "Recycling is unarguably the #1 thing society can do to simultaneously to improve the environment, the economy, manufacturing, and to prevent waste from going into the oceans -- but it doesn't work if it's confusing. This is why RI's leadership is so monumental, because they are showing how an entire state can come together to solve a major issue in a simple commonsense way that goes beyond their state. We now have other states preparing to follow their lead. And words cannot express our appreciation for Lamar's epic donation of ad space to help advance the cause. This is truly a story of heroes coming together for the greater good."

The photos of local celebrities and VIPs taken during the event will also appear in Rhode Island's upcoming "*Let's recycle **RI**ght!*" PSA campaign set to launch in summer 2017.

"With so many noteworthy Rhode Islanders supporting our education campaign, it's clear that recycling right matters to the Ocean State," said Krystal Noiseux, Education and Outreach Manager for Resource Recovery. "We're so grateful to this all-star cast for helping us get this important message out."

Rhode Islanders can expect to see more of the "*Let's Recycle **RI**ght!*" PSA this summer, as campaign elements land in their mailboxes, light up billboards, and hit the airwaves. This week, people across the country are encouraged to follow #LetsRecycleRight for exclusive sneak peeks and lookout for the campaign running on Lamar billboards from April 26th to April 30th.

To learn more about Recycle Across America's standardized labeling solution, please visit www.recycleacrossamerica.org.

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About Lamar Advertising Company

Founded in 1902, Lamar Advertising Company is one of the largest outdoor advertising companies in North America, with more than 325,000 displays across the United States, Canada and Puerto Rico. Lamar offers advertisers a variety of billboard, interstate logo and transit advertising formats, helping both local businesses and national brands reach broad audiences every day. In addition to its more traditional out-of-home inventory, Lamar is proud to offer its customers the largest network of digital billboards in the United States with over 2,600 displays. Please feel free to explore our website www.lamar.com or contact pr@lamar.com for more information.

About Recycle Across America

Recycle Across America (RAA) is a 501(c)(3) non-profit organization, that has developed the first and only society-wide standardized labeling system for recycling bins to help eliminate the public confusion surrounding recycling and to improve the economics of closed loop manufacturing. RAA and the standardized labels have been identified as a *world-changing solution* by Ashoka Global Innovators for the Public and are being referred to as "*one of the most important environmental fixes taking root today.*" For more information about RAA's standardized label initiative or its celebrity-led 'Let's Recycle Right' campaign, visit www.recycleacrossamerica.org or contact info@recycleacrossamerica.org.

About Resource Recovery

Resource Recovery is the quasi-public agency dedicated to providing Rhode Islanders with safe, environmentally compliant, clean, and cost effective waste and recycling services. The agency operates the state's Materials Recycling Facility, Leaf and Yard Compost, Eco-Depot, and Central Landfill, and provides free programs and services to help the RI community manage materials more sustainably.

Check out Resource Recovery on Twitter, Facebook, Instagram and YouTube to learn more about waste reduction, recycling, composting and proper waste disposal.

About Timothy White

Timothy is one of the world's most sought-after celebrity photographers. For over thirty years, Timothy has captured the intimate and playful sides of legendary actors as well as the innocence of up and comers. He has shot photography for some of the most recognizable movie posters of our time, the covers of countless high-profile publications, and imagery for an extraordinary and expansive roster of musicians. Currently, he has four published works. Timothy has been the recipient of many photography and film awards, including the Lucie Award for International Photographer of the Year. His photographs are exhibited in galleries and museums worldwide. As a partner in The Morrison Hotel Gallery, Timothy regularly curates and produces events in New York and Los Angeles. In addition, Timothy contributes to numerous non-profit organizations both as an activist for their cause and donating his time and work. Most recently, he has supported amfAR, Stuart House, and City Harvest and shot campaigns for The Joyful Heart Foundation, Operation Smile, and Recycle Across America.

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