



January 28, 2010 (Adspace Digital Mall Network)



Adspace Digital Mall Network Broadcasts PSA Campaign for the American Red Cross Haitian Relief Effort

NEW YORK, NY — [Adspace Digital Mall Network](#) has launched a public service campaign for the [American Red Cross](#) on 1,400 Smart Screens located throughout 105 Class A malls nationwide. The 15-second spot is running on the network to solicit donations for the relief effort in Haiti. The PSA, with the iconic American Red Cross logo, states that “Haiti needs your help. Donate now,” and provides donation information and instructions. According to the United Nations, the final death toll may never be known, but there are as many as three million survivors left homeless, many of whom have been seriously injured.

“Adspace reaches more than 100 million people per month, making it a great mass medium for companies and organizations looking to reach people when they are away from their homes,” said William Ketcham, Executive Vice President, Chief Marketing Officer, Adspace Networks. “Everyone wishes they could do more for the people of Haiti and we are happy to be able to support the American Red Cross’ in its relief efforts.”

As a leader in digital place-based advertising, Adspace’s other clientele includes Sony Pictures, MTV, Nickelodeon, Universal Studios, AT&T, Ford, The Coca-Cola Company, Verizon, JCPenney, Dillard’s, Macy’s, Sephora, Procter & Gamble, TLC, H&M, General Mills, and Sprint.

To help with Haiti relief efforts, people can make an unrestricted donation to the International Response Fund at www.redcross.org or by calling 1-800-REDCROSS (1-800-733-2767).