

Out of Home International Helps Wirral Council to Promote Fostering

Thursday 6 February, 2014

[Out of Home International](#), are working with Wirral Council to encourage people to consider a career in fostering.

A six-week advertising campaign will launch on February 10th, with [landmark banners](#) displayed at Liverpool Moorfields and Liverpool Central stations.

Alongside this, adverts on supersides and tipseats will be featured on taxis across Wirral. Featuring an attention-grabbing title, the advert interests readers by encouraging them to consider a "career with huge bonuses", and provides contact information for people to learn more about fostering.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "We are delighted to be working with Wirral Council to be highlighting and advertising such an important issue as Adoption and Fostering. Promoting a career in fostering by using outdoor media and taxi advertisements will ensure maximum reach to potential foster parents across Liverpool and throughout the Wirral."

Media:



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