Out of Home International Launches New Campaign as Hospital Sets Urban Challenge to Fund New Cancer Centre

Thursday 4 June, 2015

Out of Home International has coordinated a new outdoor advertising campaign on the London Underground network to show support for Guy's Cancer Centre Appeal by promoting the 'Urban Challenge' event. 4 sheet, 6 sheet and lift and escalator panels are on display at London Bridge station in order to raise awareness of the fundraising challenge, which takes place in October.

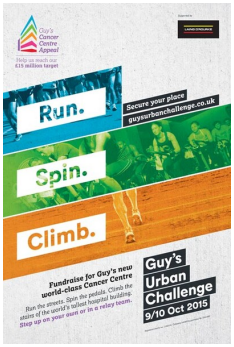
With a range of different out of home ad formats featuring in the campaign, Out of Home International has been able to ensure that the adverts reach a large and diverse target audience, with media space secured in one of the capital's busiest underground stations. The informative advertisements highlight the three challenging elements of the event: Run, Spin and Climb.

The Urban Challenge is a unique fundraising event taking place in London, encouraging the public to put themselves to the test in order to raise money to help fund a new £15 million world-class cancer centre at Guy's Hospital in Southwark. The event features a 2.4km run on the streets of the capital, a gruelling 15km cycle and a challenging stair climb to the 29th floor of Guy's Hospital – the tallest hospital building in the world, standing at over 487 ft. Competitors can either attempt the challenge individually or enter as part of a relay team.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said:

"*Out of Home International is delighted with this latest campaign, and it's a pleasure to be working alongside such a good cause to raise awareness of Guy's Cancer Centre Appeal through the exciting Urban Challenge. We're confident that the ads will encourage many London residents to challenge themselves to take on the event and raise funds for the new centre at Guy's Hospital.*"

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