

By Gail Chiasson

October 17, 2006

OBN Launches New Video Board in Downtown Toronto

Outdoor Broadcast Network has launched a new video board location in downtown Toronto, crowning the entrance to the just opened **Canadian Tire** and **Ryerson School of Business** on the southeast corner of Bay Street and Dundas Street West.

The video board is easily seen by southbound traffic on Bay and eastbound traffic on Dundas. The 18' x 11' high video board reaches 323,000 people weekly. OBN now has a weekly audience of over 6.8 million through its national network of 13 video board locations in Toronto, Vancouver, Edmonton, Winnipeg, Hamilton, Cambridge and Niagara Falls.

Development of the Bay-Dundas area is rapidly changing with the new university and retail locations, major retailers **Best Buy** and Canadian Tire, and condo developments on the west side of Bay Street. This busy Toronto area includes the **Toronto Eaton Centre, Yonge-Dundas Square**, the **Atrium on Bay** shopping and business centre, various entertainment clubs, theatres, bars and restaurants - all within blocks of this new video board location.

