

# MARKETING

## MEDIA NEWS

### [ TORONTO, ARE YOU READY TO ROCK BAND? ]

May 28, 2009 | By Jeremy Lloyd | [Comments](#)

Media companies **Clear Channel**, **OBN** and **Penex Media** are challenging Toronto's creative community to a musical showdown tonight, offering outdoor ad space as the grand prize.

The three firms have invited media and ad agency employees to play the musical video game *Rock Band* at the Hard Rock Cafe at Toronto's Dundas Square.

The top prize is a four-week campaign on the companies' digital media properties for a charity of the winners' choice.

Part of the competition will be shown on digital billboards in the square, followed by a "best of" reel of past outdoor campaigns. There will also be a text-to-win competition with a Panasonic plasma television, GPS systems, restaurant and movie coupons offered as prizes.

Get ready to lift your lighters. The competition starts at 6 pm.