



Adopt A Highway[®]
maintenance corporation



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FOR IMMEDIATE RELEASE

ADOPT A HIGHWAY MAINTENANCE CORPORATION PARTNERS WITH ODOT TO KEEP OKLAHOMA ROADWAYS CLEAN

The Sponsor A Highway[®] Program has officially launched in Tulsa and Oklahoma City where businesses can sponsor roadside cleanup to keep their communities clean!

Oklahoma City, OK – Adopt A Highway Maintenance Corporation[®] (AHMC) is pleased to announce the launch of a brand new corporate sponsorship program in the state of Oklahoma. Sponsor A Highway[®] has effectively been run in over 30 markets across the U.S., keeping our nation's busiest roadways safe and beautiful for the last 25 years. Through the Sponsor A Highway[®] Program and AHMC's partnership with the Oklahoma Department of Transportation (ODOT), roadside sponsorships will be available to businesses in the Tulsa and Oklahoma City areas as early as summer of 2016.

While the program is brand new in the state of Oklahoma, AHMC recently expanded the Sponsor A Highway[®] program into other markets including Wyoming & Texas, where it is quickly growing with great success. AHMC hopes to eventually expand from Tulsa and OKC to make an even bigger impact on the environment by assisting Oklahoma with the task of keeping all of their highways clean throughout the entire state.

"ODOT will maintain its volunteer-led Adopt-a-Highway efforts statewide, but is excited to partner with AHMC to expand the state's ability to combat litter" said Brad Mirth, ODOT Maintenance Engineer.

"Litter is a growing problem along our highways and interstates, one that ODOT already spends \$5 million annually to combat in addition to annual volunteer efforts by more than 200 local Adopt-a-Highway groups," Mirth said. "We're finding that in spite of these great efforts, there's still more that needs to be done to keep our state clean. While this new partnership allows the department to significantly expand its litter-fighting resources, we ask everyone to be responsible in keeping our state clean by not littering."

Benefits of the program for businesses that sponsor include exclusive locations directly on some of Oklahoma's busiest highways, brand awareness, increased overall exposure, and improved community relations, all at an affordable price.

AHMC always strives to meet safety requirements, execute sign installations, clean and care for recognition panels with concern for the environment, and achieve brand visibility for each of our sponsors. ODOT has even designed a brand new sign that is going to look great along Oklahoma's highways!

For more information, call the ODOT Media and Public Relations Division at 405-521-6000.

Adopt A Highway Maintenance Corporation® (AHMC) provides litter removal and quality roadway maintenance nationwide for local businesses and Fortune 500 companies such as Anthem Blue Cross, McDonald's and The Walt Disney Co. AHMC began in California during the 1990s and has now earned contracts within 20 different states. AHMC partners with the Department of Transportation to acquire permits and contracts necessary to ensure that crews consistently clean America's busiest highways. The company has outdoor signage opportunities that can increase sales with branding of the company name and logo displayed for thousands of motorists to see daily. For more information, please visit AHMC's website at www.adoptahighway.com.

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If you would like more information about this topic, or to schedule an interview, please contact Erin Marchesano at 800 200-0003 or email Erin at erin@adoptahighway.com