



From The Press Room

ONTrack Gives Back

December 8, 2008 - As a gesture of goodwill during the holidays, ONTrack has offered Mothers Against Drunk Driving and the Salvation Army two weeks of free advertising over its extensive network of over 66,000 screens throughout North America. The ads are set to air in the second week of December.

Mothers Against Drunk Driving (MADD Canada) is a charitable, grassroots organization committed to stopping impaired driving providing support for the victims of this violent crime. The organization aims to educate people about the dangers of drinking and driving to save lives and prevent injuries.

The Salvation Army is a charitable organization offering a diverse range of social service. The organization offers services that assist community and family, street youth and the homeless. They also facilitate camps and help reunite family members.

ONTrack is happy to assist these worthy organizations deliver their message to the over 98 million (83 million at venues + 15 million online) ONTrack viewers. ONTrack is a new national media network that is quickly gaining recognition—a dark horse in the media mix. Started in 2007, ONTrack has grown to include over 66,000 screens in over 1,100 locations throughout North America. Today, ads seen via the ONTrack network reach over 98 million hard-to-reach consumers. ONTrack broadcast network engages viewers at racetracks, sports bars, casinos and other entertainment venues—places with high dwell times. 72% of ONTrack viewers are also bettors with a vested interest in the screens—so advertisers can be assured their ads are being watched.

For More Information:

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