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Media Contacts:

Laura Johnson, NSLA

ljohnson@summerlearning.org

410-300-6468

Bruce Bobbins, DKC

Bruce_Bobbins@dkcnews.com

908-586-5742

Smarter Summers = Brighter Futures!

National Summer Learning Association Partners with iHeartMedia, Clear Channel Outdoor Americas and Litton Entertainment in National Campaign To Keep Kids Learning.

BALTIMORE, MD, JULY 27, 2017 – iHeartMedia, Inc. and its subsidiary, [Clear Channel Outdoor Americas](#) (NYSE:CCO) (CCOA), along with Litton Entertainment have partnered with the National Summer Learning Association (NSLA) in a national media campaign to elevate the importance of keeping all kids learning, safe and healthy during the critical summer months.

Through a multi-platform campaign, iHeartMedia, the leading media company in America with a greater reach in the U.S. than any other radio or television outlet, aired public service announcements (PSAs) across its 850 radio stations nationwide during the months of June and July, featuring Sydnee Chaffee, the Council of Chief State School Officers' National Teacher of the Year, and Talia Brooks, a rising seventh grader in Baltimore who dreams of becoming an artist; and CCOA, one of the world's largest outdoor advertising companies, is running PSAs on nearly 1,000 digital billboards across 28 markets carrying the message: Smarter Summers = Brighter Futures. View campaign billboard [here](#) and listen to radio PSAs [here](#).

Litton Entertainment's *Summer of Adventure* will debut on ABC-TV stations nationally on July 29 and reach millions of households each Saturday morning with a six-week series of quests designed to stimulate curiosity, spark creativity and make learning fun for kids 13 years or older. Each weekly quest, created by educators from the Rochester City School District, will combine areas such as math, science, reading and writing to give students a rich experience guided by their own imagination. Upon submitting evidence of a completed quest on the Summer of Adventure's digital site, [Credly](#) (one of the country's leading digital credentialing experts), the student can earn a digital badge – a perfect addition to a student's portfolio for a job opportunity or college application. See promo spot [here](#).

While the "summer slide" is well documented as having significant consequences on the country's most vulnerable students, the benefits of engaging children in summer learning opportunities are well documented too. A RAND Corporation/Wallace Foundation study, the largest-ever study of summer learning, found that students with high attendance in free, five-to-six-week, voluntary summer learning programs experienced educationally meaningful benefits in math and reading.

“We are thrilled to partner with these media powerhouses to promote the importance of continuous summer learning for young people across the country,” said Matthew Boulay, CEO of the National Summer Learning Association. “Together with Litton, CCOA and iHeartMedia we will be able to reach more students, teachers, administrators, public policy officials and support communities with our message that summer matters, and matters significantly, in helping students thrive in the school year ahead and in closing the achievement gap.”

These campaigns come on the heels of NSLA’s [National Summer Learning Day](#) (July 13) - an advocacy day aimed at elevating the importance of keeping all kids learning, safe and healthy during the summer. This year more than 700 celebrations hosted by hundreds of partner organizations from libraries to parks and recreation centers and civic and non-profit groups marked the occasion.

About the National Summer Learning Association

The National Summer Learning Association (NSLA) is the only national nonprofit exclusively focused on closing the achievement gap by increasing access to high-quality summer learning opportunities. NSLA recognizes and disseminates what works in summer learning, develops and delivers community capacity-building offerings and convenes and empowers key actors to embrace summer learning as a solution for equity and excellence in education. For more information, visit www.summerlearning.org

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world’s largest outdoor advertising companies, with more than 650,000 displays in over 35 countries across five continents, including 43 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,200 digital billboards across 28 U.S. markets. Clear Channel Outdoor Holdings’ International segment operates in 22 countries across Asia and Europe in a wide variety of formats. More information is available at www.clearchanneloutdoor.com.

About iHeartMedia

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company’s radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company’s radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia’s digital radio platform, is the fastest growing digital audio service in the U.S. and offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist and the top podcasts and personalities. With over a billion downloads, iHeartRadio reached 100 million registered users faster than any other radio or digital music service.

iHeartMedia’s platforms include radio broadcasting, online, mobile, digital and social media, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (PINK: IHRT). Visit iHeartMedia.com for more company information.

About Litton Entertainment

Litton Entertainment is the preeminent independent producer and distributor in the U.S. television industry, creating and distributing quality programming for over 20 years with a specialty in educational and informational (“E/I”) programming. Litton talent and crews can often be found on all five continents producing

Emmy winning, rich and nutritious content distributed worldwide. Litton's Weekend Adventure, produced by Litton Studios, was the first program block of its kind and airs Saturdays on ABC stations nationwide. Litton Entertainment provides CBS Network with six original programs for Saturday mornings called CBS Dream Team: It's Epic!; The CW Network with One Magnificent Morning, a three-hour destination featuring E/I programming; and NBC stations with six original E/I series under the iconic brand The More You Know. Litton's syndication and news division distributes a diverse slate of programs including the new E/I block Go Time! and Consumer Reports TV. Litton is majority-owned by Hearst.

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