

Hi. I'm Mary Robles, and I have a question on behalf of People for the Ethical Treatment of Animals.

PETA and Lamar Advertising had a positive relationship for many years, but now Lamar apparently has a policy in place to reject all PETA ads.

While Lamar said last year that it's happy to work with anyone who seeks to adhere to its copy acceptance policy, it continues to deny PETA ads that fit within that policy, including, as one example, an ad reminding people not to leave dogs or children alone in hot cars, which causes dozens of agonizing deaths each summer.

It would be truly lifesaving for Lamar to start running PETA's ads once again. The company is also doing us shareholders a disservice, as PETA spends hundreds of thousands of dollars on ads each year. Running our ads would benefit Lamar and its shareholders.

Our question is this: As police departments, retail centers, humane societies, and child advocacy groups across the country desperately try to remind people that hot cars are death traps for animals and children, why does Lamar refuse to help spread the word with PETA's "Too Hot for Spot and Tot" billboard and other lifesaving messages?