

# *Baton Rouge Area Foundation*



**FOR IMMEDIATE RELEASE**

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Baton Rouge, Louisiana, September 3, 2005—The Baton Rouge Area Foundation announces a gift by the Lamar Advertising Company of \$1 million to the Hurricane Katrina Displaced Residents Fund and the Hurricane Katrina New Orleans Recovery Fund.

A locally-based, national company, Lamar has a tremendous business interest in New Orleans and Louisiana. Now, they are committed to relief and recovery efforts across the region. Sean Reilly, the COO and President of the Outdoor Division of Lamar, commented, “Our community leaders face the enormous task of providing the basics to hundreds of thousands of displaced citizens. It’s an unprecedented task. Coupled with the long-term goal of rebuilding New Orleans, the costs of recovery will be staggering. We are committing these funds to support the effort and we appeal to other business leaders across the nation to do the same.”

Lamar Advertising Company is one of the largest and most experienced operators in the outdoor advertising industry with over 200 offices across the US and Canada. Visit their website at [www.lamar.com](http://www.lamar.com).

The Baton Rouge Area Foundation is a community foundation, a nonprofit organization composed of over 300 charitable funds with over \$375 million in assets established by individuals, families, corporations and organizations. Since 1964, the Foundation has made grants in the areas of Arts & Humanities, Community Development, Education, Environment, Human Services, Medical/Health, Religion and Scholarships.

For more information about either of the Baton Rouge Area Foundation’s relief funds, visit [www.braf.org](http://www.braf.org).

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