TWIN CITIES HEART ATTACK PUBLIC EDUCATION OUTDOOR CAMPAIGN

Funded by The Richard M. Schulze Foundation

American Heart Association®

MISSION: LIFELINE

life is why™

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March 2015 - Four Week Campaign

- 40 Transit Shelter Posters
- 10 Billboards

Legend

- Transit Shelters
- Bulletins

Total Advertising Value

- $83,500 ad value
- 9.6 million views