

A birthday card with a difference



"If there was one way my staff could have let the world know it was my birthday, it was with one of our billboards," says Adelaide McKelvey, sales and marketing director of Clear Channel Outdoor staff. The card was flighted on a Citilite adjacent to the head office for her special day - in full view from her office and the whole of Bryanston. "It was a very special gesture on the part of my team," adds McKelvey.

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