

For immediate release  
September 15<sup>th</sup> 2009

## KEEP AN EYE ON THIS CITY BILLBOARD

A city billboard on the corner of Frome Street and North Terrace will cause a few heads to turn during the next month when it 'falls pregnant'.

The billboard, erected for leading local IVF specialists Repromed, sports a flat tummy right now but, in the weeks ahead, it will become very pregnant.

Repromed Director of Business Development Adrienne Pope says the pregnant billboard is part of Repromed's continuing work to raise awareness of the availability of treatment for infertility, a medical condition affecting 1 in 6 couples in Australia.

"This billboard is also a first in Australia," says Dr Pope.

"And just as our team has advanced technically in leaps and bounds over recent years, so, apparently, has the outdoor billboard business."

Peter Joy, Strategy Director of ad agency JAM, says the pregnant belly stages on the billboard are fabricated from polystyrene blocks using a combination of computer cutting and hand carving.

He says this method of polystyrene fabrication is new to outdoor in Australia and has been made possible by large computer cutting machines.

Dr Pope says Repromed looks forward to sharing the upcoming pregnancy with Adelaide commuters.

There is no word yet on the sex of the offspring.

*Further information: Adrienne Pope 0418 725 119 or Peter Joy 0418 821 442*

### *Technical information:*

- Each polystyrene belly section has a steel brace installed within it for mounting to the billboard
- The polystyrene is 100% reusable and will be broken down and used again after this campaign
- The belly sections are 2.2m in height and 2m in width
- Each section weights approx 40kg
- Traditional methods of fabrication using steel or timber are too heavy for outdoor media applications and cost prohibitive

*The proposed dates for change at this stage are:*

*Monday 14<sup>th</sup> Sep - first skin goes up*

*Monday 21<sup>st</sup> Sep - first belly stage*

*Monday 28<sup>th</sup> Sep - second belly stage*

*Monday 5<sup>th</sup> Oct - third and final belly stage*