



## **InStadium Partners with the California Highway Patrol on Nationwide Recruitment Campaign: Attracting Recruits with Innovative Advertising at MLB & NFL Stadiums**

*California Highway Patrol initiates nationwide recruitment campaign using InStadium's restroom advertising program at MLB and NFL stadiums around the country.*

Chicago, IL ([PRWEB](#)) April 25, 2005 -- InStadium and the California Highway Patrol (CHP) are joining forces as the CHP launches its first stadium-based recruitment campaign. Beginning on April 4, 2005, and continuing throughout the Major League Baseball season, CHP will be using InStadium's unique advertising vehicle to reach millions of baseball fans at Boston's Fenway Park, New York's Yankee Stadium, and San Diego's PETCO Park. The combined attendance at these three stadiums will allow the CHP to reach over 20 million targeted impressions throughout the 2005 baseball season.

"The California Highway Patrol and the State of California are leaders among the states in implementing unique marketing programs to enhance recruitment efforts and citizen safety," said Barrett Davie, InStadium's chief executive officer. "As federal, state and local law enforcement agencies have only limited resources for reaching new potential recruits, the California Highway Patrol deserves great praise for its vision and for the initiatives it has undertaken to achieve their goals."

InStadium's ability to reach a broad cross-section of a community in a clutter-free environment will buffer the philosophy of CHP's Recruitment Program that the vitality of the organization depends upon the successful recruitment of qualified personnel, and that recruitment efforts must produce a labor force that mirrors the community served by the CHP. The CHP maintains an active recruitment program to ensure that there are sufficient uniformed personnel to accommodate the growing population in California, and to maintain the CHP's ability to provide the highest level of safety, service and security to the people of California.

### **About InStadium**

InStadium partners with over 25 Major League Baseball (MLB) and National Football League (NFL) stadiums to provide advertising solutions to national and local advertisers. InStadium's unique sports marketing program reaches the highly desirable sports fan demographic through the use of indoor advertising panels placed in the restrooms throughout a stadium. This captive and clutter-free placement in the exclusive confines of a professional sports stadium allows advertisers the ability to reach these consumers in an unprecedented manner - with 100% gender specificity and where they are unable to change the channel, switch the station or turn the page.

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**Online Web 2.0 Version**

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