



Trade Release

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OSHA and Lamar Outdoor Advertising renew Alliance to promote worker safety and health

WASHINGTON – The Occupational Safety and Health Administration (OSHA) today renewed its Alliance with [Lamar Outdoor Advertising](#) to promote safety and health among vulnerable workers, young workers and workers in the construction and transportation industries.

“OSHA and Lamar have collaborated in promoting nationwide awareness of heat illness prevention, struck-by hazards, work stand-downs and distracted driving,” said Assistant Secretary of Labor for Occupational Safety and Health David Michaels. “Our renewed Alliance will continue our commitment to provide training, educational and outreach tools that promote worker safety.”

During the two-year agreement, the Alliance will develop an outdoor advertising safety and health training presentation for OSHA compliance officers and will promote other OSHA activities, including National Emphasis Programs and the North American Occupational Safety and Health Week.

“Lamar is very excited to be part of the Alliance Program. We believe that the Alliance between Lamar and OSHA represents a real opportunity to advance safety education within our industry,” said Corporate Safety Director for Lamar Advertising Company Chuck Wigger. “In addition, we look forward to promoting agency initiatives and training opportunities for agency staff.”

Lamar, founded in 1902, currently operates more than 150 outdoor advertising companies and nearly 150,000 billboards nationally. The company represents 3,000 workers and several unions.

Through its Alliance Program, OSHA works with unions, consulates, trade and professional organizations, faith- and community-based organizations, businesses and educational institutions to prevent workplace fatalities, injuries and illnesses. The purpose of each alliance is to develop compliance assistance tools and resources and educate workers and employers about their rights and responsibilities. Alliance Program participants do not receive exemptions from OSHA inspections or any other enforcement benefits. For more information, visit <http://www.osha.gov/dcsp/alliances/index.html>.

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing safe and healthful workplaces for their employees. OSHA’s role is to ensure these conditions for America’s working men and women by setting and enforcing standards, and providing training, education and assistance. For more information, visit www.osha.gov.

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