



Contact: Elizabeth Falk, Vice President of Sales  
Office: 316.351.8228 | N. Woodlawn Court, Suite 3 | Bel Aire, Kansas 67220  
Email: Elizabeth@AtomicBillboards.com | www.AtomicBillboards.com

For Immediate Release

**Atomic's digital billboard network turns black and yellow as WSU heads to NCAA Final Four**

*Leading local businesses rally digital advertising in support of the Shockers*

**Wichita, Kans., April 3, 2013** – Atomic Enterprises, LLC, (“Atomic”), the largest independent digital billboard operator in Wichita. Atomic lights up the City’s streets with black and yellow digital billboard advertisements in support of Wichita State University’s basketball team’s road to the NCAA Final Four tournament. The WSU Shockers face the Louisville Cardinals on Saturday, April 6 in Atlanta, GA.

Local businesses and Shocker fans demonstrate their support by displaying Final Four advertising campaigns with time sensitive messaging. Wichita advertisers rely on event driven advertising to support their local teams and community. As digital billboards evolved, they became the most immediate form of communication; beating out traditional media mediums.

Business Staying on Top of Their Game: Eddy’s Toyota, Howard’s Optique, Fidelity Bank, A-OK Pawn Shop, Johnston’s Clothiers and O’Briens Irish Pub created digital advertisements and displayed their loyalty to the Shocker basketball players and Coach Marshall. On the mark messaging taglines/hashtags: Seeing is believing – go Shockers!; #playangry; #WatchUS; and Cheers to the Shockers.

“Event driven ads like the NCAA Final Four demonstrates the power of digital outdoor and Atomic’s ability to provide responsive and relevant advertising to our customers,” said Elizabeth Falk, Vice President of Sales for Atomic and WSU alum.

About Atomic - One Call, One Contract, One Network

Atomic Enterprises, LLC, based in Wichita, is a leading independent operator and manager of outdoor advertising signage. Atomic manages the largest independent digital billboard network in Kansas with more than 40 digital billboards providing full service advertisement services to 100’s of local and national advertisers and agencies. Atomic provides affordable messaging for as little as \$0.05 per flip (message) and operates the largest independent digital billboard network in the Wichita metro area, reaching a greater metro audience of more than 600,000. For more information, please visit [www.atomicbillboards.com](http://www.atomicbillboards.com) or call 316.351.8228.

###