

NEWS RELEASE

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Attorney's Planned Billboard Exit Benefits Local Police Department

Albuquerque Attorney Ron Bell donates three billboards to augment City police recruitment effort

Albuquerque, NM -- Albuquerque attorney Ron Bell, a pioneer in lawyer advertising, donates space on three prominent billboards he pays for this month to Albuquerque Police Department (APD) for an officer recruitment campaign featuring Holly Holm.

"It is my small part in giving back to the police department and the City of Albuquerque for all of their years of dedicated service in combating the DWI problem and keeping the streets safe," he said.

Bell, the first attorney in America to use outdoor advertising, gained fame for his "I sue drunk drivers" campaign. He went on to become the first attorney to use MTV as well as indoor billboards at malls.

Michael M. Castro, Deputy Chief of Police, emphasized, "Ron Bell has worked closely with the Albuquerque Police Department for the past 20 years. He has graciously donated his premium billboard space to bring to life the APD's newest ad, 'Boxing Champion Holly Holm says, APD's got my back.' This campaign has been instrumental in generating unprecedented exposure for our recruiting efforts. Once again, Ron Bell has demonstrated his commitment to our community and his personal support for law enforcement. We owe a great deal to Ron Bell."