**Bavarian Lodge Expansion Makes Times Square**

When the Bavarian Inn Lodge decided to announce the addition of two new and exciting water slides to its facilities, they decided to make a big splash. The announcement and a color rendering of the expansion was distributed electronically and appeared in over 300 media outlets around the country, in addition to local coverage in Michigan.

One of the biggest splashes was placement of the image on the Reuters Sign in Times Square, which soars 23 stories into the sky, and receives more than 1.5 million impressions per day. It’s one of the world’s largest digital signs.

Located at 3 Times Square at the Southwest corner of 43rd Street and 7th Avenue (this is just one block north of where the ball drops on New Year's Eve), the sign can be seen by the 30 million tourists who visit Times Square annually, as well as 231,000 employees who work at 1,500 companies in the area and the 53 million commuters who use the Times Square subway stations each year.

The 7,732 square foot digital billboard located in Times Square features a regular stream of PR Newswire customer photos and videos throughout the day. The photos are accompanied by a headline, and are displayed in 15-second increments.