



**new horizons**

**60<sup>TH</sup> ANNIVERSARY**

*Serving Individuals with Special Needs*

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Honorable Council President Herb Wesson, Jr.  
 City of Los Angeles  
 200 N. Spring Street  
 Los Angeles, CA 90012

Dear Council President Wesson,

On behalf of New Horizons, we are writing to express our support for common sense regulation of billboards and digital signage as supported by the LA Outdoor Advertising Coalition.

**directors**

- Fred Aboody
- David Adelman
- Glenn Baker
- Mary Ann Cummins-Prager
- Colin Donahue
- Mitchell Englander
- Mary K. Fischer
- Judy Fisher
- David Lillington
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- Dana K. Martin
- Erica Nord
- Kurt Peter
- Sister Colleen Settles
- Gene Siciliano
- Joel Simon
- Mark Studner
- Christine Ward
- Gary Washburn

New Horizons is a nonprofit organization that empowers individuals with special needs to fulfill their dreams. Working with our community to educate and advocate for our clients, we are able to create an atmosphere where our clients are accepted as active participants in our community. Getting that message out is critical and billboards have helped us accomplish that.

The billboard companies involved in LAOAC have been strong supporters of our organization since its inception and allow us to continue to produce our messages of hope and encouragement. It is my understanding that in Los Angeles, the billboard industry donates \$6 million in public service announcements every year. Billboards not only encourage donations to charitable groups, but also advise potential clients of available services, playing a critical part in the health and welfare of our neighborhoods.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for businesses, residents and neighborhoods across the city.

Sincerely,

Cynthia Sewell, President/CEO  
 New Horizons-San Fernando Valley

**honorary directors**

- Paula Boland
- Peggy Carr
- Julie Kavner
- John Lithgow
- Jonathan Murray
- Julie Newmar
- Charlotte Rae
- William Schallert
- Michael Tilson Thomas

*servi ng people with disabilities since 1954*