



**NEWS RELEASE**  
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## **Digital Billboards From Coast to Coast Will Shine a Light on How Afterschool Programs Help Students Reach Their Potential**

*Clear Channel Outdoor Will Support the 26<sup>th</sup> Annual Lights On Afterschool With Digital Billboard Campaign on October 23<sup>rd</sup>*



**Washington, D.C.** – Afterschool champions led by the [Afterschool Alliance](#), the [National League of Cities](#), and the [National Summer Learning Association](#) are joining [Clear Channel Outdoor](#) (NYSE: CCO) for a large national visibility campaign across nearly 2,000 digital billboards as part of the 2025 national [Lights On Afterschool](#) rally. The ads recognize the many ways our country's afterschool programs help students reach their potential by keeping them safe and learning after the school days ends, and providing hands-on learning opportunities, homework help, caring mentors, healthy meals and snacks, computer programming, robotics, job and college readiness, music and art, and more.

Now in its 26<sup>th</sup> year, *Lights On Afterschool* is the only national rally for afterschool programs. Throughout October, and on October 23 when the official *Lights On Afterschool* rally will take place, programs across the country are holding events focused on academic achievement, science and technology, arts and music, sports and fitness, community service, and more. The events send the message that afterschool programs provide enormous benefits to students and families, demand for these programs is high, and too many students are without the programs their families want for them. A 2022 [survey of 1,500 parents](#) commissioned by the Afterschool Alliance and conducted by Edge Research found that approximately half of children not in an afterschool program would be enrolled, if a program were available to them.

*Lights On Afterschool* underscores that a large and powerful body of evidence demonstrates improvements in grades, school attendance, behavior, and more among children who participate in afterschool programs. Researchers have also found that students in afterschool programs are more engaged in school and excited about learning, and they develop work and life skills such as problem solving, teamwork, and communications.

Organized by the Afterschool Alliance, *Lights On Afterschool* includes events organized by schools, 4-Hs, Boys & Girls Clubs, YMCAs, cities, parks, museums, community centers, and others. Some 8,000 events this year will showcase the skills students gain and the talents they develop in their afterschool programs.

Clear Channel Outdoor is supporting *Lights On Afterschool* by donating some of its most prominent space to display afterschool messages on digital billboards, bus shelters, and poster spaces in 25 markets around the country throughout the month of October. On October 23, Clear Channel will feature afterschool messages on two jumbo billboards in New York City's Times Square and will illuminate Boston's South Street Station in honor of *Lights On Afterschool*. Supporters also will be lighting up local landmarks and buildings across the country to show their support for afterschool programs.

"The afterschool community is enormously grateful for the visibility Clear Channel Outdoor provides each year, which shines a spotlight on the many ways afterschool programs help our country's students reach their potential," said Afterschool Alliance Executive Director Jodi Grant. "*Lights On Afterschool* celebrates the work these programs do to keep kids safe, inspire them to learn, and give working parents peace of mind that their children are safe and supervised after school lets out. We are delighted that Clear Channel Outdoor is helping increase our impact again this year."

"We're proud to stand with our partners in amplifying *Lights On Afterschool* again this year and celebrating the ways afterschool programs help young people reach their potential and support families and communities," said Dan Levi, EVP & CMO, Clear Channel Outdoor. "Afterschool programs give kids new opportunities to learn, explore and build the skills they need to thrive, and we're honored to shine a light on these programs and the critical role they play across our nationwide digital billboard platform."

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*The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at [www.afterschoolalliance.org](http://www.afterschoolalliance.org).*