

## **FENTVIC.ORG NC BILLBOARD CAMPAIGN**

May 29-June 26, 2023, 24/7, digital and illuminated.  
Winston-Salem, Forsyth County NC, 2 locations

Purpose is to raise awareness of the 13,376 NC victims of illicit fentanyl poisonings and to generate public safety conversations within communities and families about the dangers of illicit fentanyl, particularly counterfeit pills. Illicit fentanyl killed over 523 Forsyth County residents in the past 9 years, 2013-August 2022. (source: North Carolina State Center for Health Statistics, Vital Statistics Death Certificate Data)

These are the first billboards of the FENTVIC.ORG Campaign. They feature 19 NC illicit fentanyl poisoning victims with permission of their families. The campaign will run in other cities throughout NC exclusively featuring NC illicit fentanyl poisoning victims. Future campaign locations and dates TBD.

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Administered by **Fentanyl Victims Network of NC (fentvic)**, [www.fentvic.org](http://www.fentvic.org), Barb Walsh, Executive Director, 919-614-3830, [barb@fentvic.org](mailto:barb@fentvic.org). Fentvic is a charitable nonprofit located in Cary NC. EIN #88-3921380. Fentvic fights illicit fentanyl in NC. Fentvic advocates for public safety for all and justice for NC families permanently damaged by illicit fentanyl poisonings.

In partnership with **Forgotten Victims of NC**, Patricia Drewes, Founder, 252-204-9611, [patriciadrewes@yahoo.com](mailto:patriciadrewes@yahoo.com), link to FB page: <http://forgottenvictimsofnc.org/>

Campaign Locations & Artwork developed **Adams Outdoor Advertising**, Julie Belnap, Account Executive, 336-926-3850 (cell), [jbelnap@adamsoutdoor.com](mailto:jbelnap@adamsoutdoor.com)

## **FENTVIC.ORG NC BILLBOARD CAMPAIGN: 2 locations in Winston Salem, Forsyth County**

1. Digital Group One features NC fentanyl victims Alexandra, Christian, Gabriella, Heaven, Hunter, Jared, Jeremiah, Robert, Sophia, and Zack: Billboard location: sign 305-4. B40 .12 miles East of Stratford Road N, Exit 3C N/side of highway Facing west. You can park off Miller Street (near Publix) behind the Mayberry's Restaurant to view this digital (parking lot area there for viewing) [Google Maps](#).
2. Digital Group Two features NC fentanyl victims Abigail, Ashley, Carissa, Chase, Marshall, Martin, Michiko, Mikey, Sophia, and Vincent. Billboard Location: sign 602-4. B40 .37 miles West of Old Greensboro Rd/ Linville Road (Exit 10)NS Facing west. Take Exit 10 to Linville Road, and head towards Smokin' Harley Davidson dealer. Go past the dealer toward Pepsi plant (turn around and you can park on side of service road for viewing). [Google Maps](#)