

Billboard



WHERE LIFE ITSELF
WYOMING
IS A RIDE.

**WORK TO
REDUCE
UNDERAGE
DRINKING.**

Sponsored by The Wyoming First Lady's Initiative

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The billboard features a dark brown background with a vertical crease down the center. On the left side, a yellow rope is tied into a knot at the bottom, framing a yellow oval sign with black text and decorative flourishes. The sign reads 'WHERE LIFE ITSELF WYOMING IS A RIDE.' On the right side, the text 'WORK TO REDUCE UNDERAGE DRINKING.' is displayed in large, bold, white, sans-serif capital letters. At the bottom left, the text 'Sponsored by The Wyoming First Lady's Initiative' is written in a smaller white font. At the bottom right, a small copyright notice reads '© 2004 FACE. All rights reserved.'