

SIGN★A★RAMA

DOWNTOWN

For Immediate Release

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SIGNARAMA Downtown Launches 5th Annual Signs of Support Grant Program

Accepting applications through January 31, 2011

(Louisville, KY) SIGNARAMA Downtown has launched the 5th annual Signs of Support grant program. Applications will be accepted now through January 31, 2011. SIGNARAMA Downtown will award \$10,000 of free or discounted signage and/or services to area non-profit and civic organizations.

“From the onset of our business, we have tried to be good stewards for the community,” said Maggie Harlow, owner of Sign-A-Rama Downtown. “It is exciting to offer this grant for the fifth year and to see the many great organizations in Louisville, who are all worthy of support, come forward.”

Signs of Support aims to support groups’ missions through replacement or creation of effective, affordable signage. Last year, the Signs of Support program awarded 23 organizations with signage and/or services including Children’s Hospital Foundation, Girl Scouts of Kentuckiana, Home of the Innocents, Jewish Community Center of Louisville, Louisville Visual Art Association, Olmsted Parks Conservancy, Seven Counties Services, the Young Professionals Association of Louisville and Youth Build Louisville. In fact, Youth Build Louisville was awarded last year’s Foundation grant and received over \$1,000 of free signage and services in support of their new facility.

“When I read Youth Build’s mission statement and list of needs, I knew this was a project I wanted SIGNARAMA Downtown to get behind. Signs of Support is the perfect vehicle to do so,” said Harlow.

Grants vary from discounts on services to 100% free signage and services. Through Signs of Support, groups can request signs for events and can include interior or exterior, temporary or permanent needs. Businesses are eligible to apply for the Signs of Support program if they are a local secular or faith-based non-profit organization, local affiliate of registered charities, local non-government civic organization or within the Jefferson County Public Schools system.

“It is always hard to choose which causes we award with a grant. The Louisville community is full of good people who are doing wonderful work. In order to qualify for the grant, a cause should inspire us to share in their success,” said Harlow.

The application can be found online at <http://www.signaramadowntown.com/home/signs-of-support-2011>. For questions regarding the Signs of Support application, contact Sherry Capito at 502-585-4099.

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