



For Immediate Release

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Signs Now Team Designs & Wraps World Trade Center Beam Transport

SARASOTA, Fla. (August 10, 2010)—Several team members from Signs Now headquarters in Sarasota, Fla. recently completed a volunteer wrap project to be proud of. Representatives of Southern Manatee Fire & Rescue recently called on Signs Now Technical Support Director **Lee Manevitch** to request the donation of vehicle lettering for their Fallen Heroes Memorial Ride. After learning their mission was to tow a trailer to New Jersey and pick up a beam from the skeleton of the World Trade Center to incorporate into a local monument to those who lost their lives in the collapse of the twin towers on Sept. 11, 2001, Manevitch decided the project required more than lettering.

“When I was approached by one of the firefighters and he told me what the project was for, I told him we'd get him there and back in style,” Manevitch said.

Manevitch enlisted the aid of Signs Now Senior Graphics Designer **Jami Rhoades** to come up with wrap graphics for the trailer, and New Center Support Manager **David Tolson** to assist with applying the wrap. The team printed the wrap graphics on Avery MPI1005 RS easy-apply vinyl on a HP L25500 latex printer with Avery DOL 1060 laminate. Manevitch and Tolson spent a day on site applying the wrap.

A fire truck towed the trailer to pick up the 3,300-pound beam, and cheering groups of people waved them along at overpasses along the return route. The memorial will be dedicated on Sept. 11 at the Southern Manatee Fire and Rescue administration building in Sarasota, Fla.

About Signs Now, a division of Allegra Network LLC

As a leader and top innovator in the sign and graphics industry, Signs Now truly stands out in a crowded world. Signs Now has nearly 200 franchise locations across the United States, Canada and the United Kingdom. The corporate offices and the Signs Now Training Academy, Sarasota Campus are headquartered in Sarasota, Fla. Founded in 1983, the Signs Now service base includes solutions and digital imaging for outdoor and indoor signage, exhibit and vehicle graphics, magnetic signs, banners, window graphics, ADA signage, dimensional letters, directional systems and other visual communications tools to businesses worldwide. For more information on Signs Now, call (800) 356-3373 or visit their website at www.signsnow.com.

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