



For Immediate Release

Media Inquiries:

Sarah Malpeli

(941) 993-5037

sarahm@allegranetwork.com

Signs Now Rochester's Vehicle Wrap for Action Towing Wins Top Honors at National Convention

ROCHESTER, N.Y. (Dec. 12, 2011)—Julie St. Germaine and Jackie Ciresi, owners of Signs Now located at 275 Marketplace Drive, were recently hired by Action Towing and Service to design and wrap one of the towing company's vehicles in a theme representing all five branches of the military. The "Support Our Soldiers" tow truck then went on to win first place in the American Wrecker Pageant in Baltimore, Md. recently.

The American Wrecker Pageant at the American Towman Convention and Expo is the world's largest wrecker pageant, a truck show unto itself with its very own hall inside the Baltimore Convention Center. Over 60 contestants enter their wreckers with everything from hand-painted graphics and full wraps to custom hood ornaments and deck control-levers. This was the second year the company won an award at the Expo, coming in third place last year with another wrap designed and installed by Signs Now.

Action Towing and Service owner Craig Camp, an 8-year U.S. Army veteran, came up with the concept and asked Signs Now to create the design based on his vision. This project also represents the Wounded Warrior Foundation and Buy Veteran, two organizations supported by the company.

“This latest wrap is receiving national recognition and it brings great pride to our company to see our vision become a reality with the guidance and expertise of Signs Now,” remarked Camp.

Camp has been working with Signs Now for nearly nine years and now has 26 trucks in his fleet with vehicle graphics designed and installed by the sign company.

“The craftsmanship and attention to detail shown by the team at Signs Now are second to none. Their ability to adapt to what we need and provide solutions to our advertising and signage needs has helped this company grow exponentially over the last nine years,” explain Camp. “I have great admiration for the way they run their company and the way they treat me as a customer.”

The Signs Now service base includes business solutions for outdoor and indoor signage, banners, window and vehicle graphics, exhibit and trade show graphics, ADA signage, dimensional letters, directional systems and other visual communications tools.

For more information on Signs Now, call (585) 272-1234 or visit their website at www.signsnowrochester.com.

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