



BRANDING OPERATION SMILE

Virginia Beach, Virginia

BRAND VISIBILITY: IMPORTANT FOR ORGANIZATION'S SUCCESS

Operation Smile recently moved its Global Headquarters from Norfolk to Virginia Beach, Virginia, and was looking for a solution to identify and brand the new location. "The building attracts supporters, volunteers and visitors daily, so it was important that people easily recognized our new location," said Lisa Jardanhazy, Vice President, Strategic Partnerships & Cause Marketing for Operation Smile.

"Holiday Signs provided a great solution by designing, building and installing monument signs to mark the perimeter of the building, as well as a 9ft. high globe icon, the signature of the Operation Smile brand, installed on the face of the building itself," she explained.

"The way their new building was situated made it difficult for them to stand out," said Evan Opel, Project Manager for Holiday Signs. "By utilizing strategic placement of the signs and a unique, eye-catching brushed aluminum theme, we were able to help get the building noticed," he

said. Evan said Holiday Signs got the job because our designs were far better than anyone else. The new branding signs will help the organization grow in its mission to help hundreds of thousands of children and young adults around the world with facial birth defects and deformities.



Photo from Operation Smile's website.



ABOUT OPERATION SMILE (www.operationsmile.org):

Operation Smile, headquartered in Virginia Beach, Virginia, is an international children's medical charity with a presence in more than 60 countries, whose network of 5,400 medical volunteers from 80 countries is dedicated to helping improve the health and lives of children. Since its founding in 1982, Operation Smile has provided more than 3.8 million healthcare evaluations and conducted over 200,000 free surgical procedures to children and young adults born with cleft lip, cleft palate and other facial deformities. To build long-term self-sufficiency in developing countries, Operation Smile trains doctors and local medical professionals in its partner countries so they are empowered to treat their own local communities, donates medical equipment and supplies, and provides year-round medical treatment through Comprehensive Care and Training and Treatment Centers.

"Operation Smile is grateful to Holiday Signs for its work delivered on time and within budget," commented Lisa Jardanhazy. We appreciated the opportunity to help such a positive cause.

"We love the challenge to help attract supporters for Virginia's not-for-profit organizations that make such a huge impact on society."

Contact: Mark Hackley, Account Executive
mhackley@holidaysigns.com (540)416-3154