



City of Manassas Digital Signage Five Electronic Welcome Signs Now Operational!

FUNCTIONAL GREETINGS

When customers like the City of Manassas trust you with providing over \$300,000 worth of digital signage equipment that they will rely on as an important communications tool for many years to come, you realize you must be good at what you do and are not just the low bidder. Now that five gateway signs are operational sentinels for the City of Manassas, I thought I should write a follow up story to explain how they are working.

Entering Manassas from all directions, the bright new electronic signs are creating a much more powerful buzz about the upcoming Fall Jubilee event than last year without the help of the new attention-getters.

“Our Fall Jubilee is this weekend and the new digital signs have helped us get the message out. No one coming into or through the city can miss the signs saying “come to the Fall Jubilee,” commented Patty Prince, Public Affairs Specialist with the City.



Newly operational digital sign advertises an upcoming event in Manassas, Virginia.



Patty said many people have expressed they are happy to see the signs operational. They just got this post from Facebook, “So great to see our city's new electronic signs at the gateways to the city working and sending out the news about the Fall Jubilee!”

After the signs were turned on last month, she heard a Department Manager say he was impressed about what the signs could do graphically. Patty plays an important role in formulating and posting the messages and artwork. She will utilize the entrance signage as a communication platform to announce events and other notices adding a much deeper dimension to communicating just what's going on around town.

Literally loads of ground work went into providing the power and communications lines needed to operate the five variable message signs located in highway medians. But now that the signs are doing their job and messages are flowing, it's all worth the wait.

EVERYONE'S DOING IT

In addition to Manassas, several other Virginia cities and towns either have or are considering digital messaging systems. Holiday Signs is centrally located near Richmond and serves municipalities in Virginia, Washington, DC, Maryland, and North Carolina with custom electric signage. Municipal managers interested in seeking help from Holiday Signs may reach out to Allen Twedt, Vice President, Sales.

**“No one coming into
or through the city
can miss
the signs!”**

Contact:

Allen Twedt, Holiday Signs

atwedt@holidaysigns.com

www.holidaysigns.com (800) 229-9443