



Always in Need of the Spectacular Success Story- Kings Dominion

Kings Dominion is Central Virginia's most exciting theme park, with over 50 rides, live family entertainment, a 19-acre water park and the largest collection of roller coasters on the East Coast. They are constantly adding new attractions and upgrading existing ones and signage for these attractions is a big part of the park experience.

“We're in the entertainment business and our signs have to make a big splash,” says Steve Blisvert, Manager of Signage & Graphics at Kings Dominion.

“Holiday Signs does a great job of taking our conceptual 2-D art and turning it into spectacular 3-D sign installations,” he said, “and they almost always have to do it on a very tight time schedule.”

“Holiday Signs is well-versed in working with lots of different sign materials and fabrication techniques, which is great for us because of the wide variety of signage needs that we have throughout the park.”



- Large regional theme park located in Doswell, Virginia
- Custom signs are an integral part of the park experience
- Projects need to be managed along very tight timelines

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