

FOR IMMEDIATE RELEASE
Monday, March 30, 2015



Our Place to shine with contest winning sign

Local charity wins \$7,000 marquee from Urban Sign

VICTORIA, B.C. – Although many people have heard about Our Place and the work it does for the most vulnerable of Victoria, fewer people know exactly where the unique community centre is located. That’s all about to change as Our Place installs a large, LED-lit marquee sign above its main entrance this week.

And best of all, the sign is free. In December, local sign company Urban Sign ran a contest to give away \$10,000 worth of signage to a local business or charity charity – and Our Place won first place.

“The timing was perfect,” says Grant McKenzie, director of communications at Our Place. “We had been looking into new signage to bolster our presence in the community, but we didn’t have any room in our budget as our first priority is always the homeless and poor of the region. When I saw Urban Sign’s contest, I knew this was the answer.”

Urban Sign has an impressive portfolio of making local businesses stand out, and owner Jeff Furneaux was excited to offer the same opportunity to smaller organizations through this contest held on Facebook.

“Our Place *really* wanted this sign,” laughs Furneaux. “It was the first organization to sign up, and their supporters rallied to make sure they took first place. It’s an exciting project for us, and I can’t wait for the community to see what an incredible difference it will make to the organization’s visibility on Pandora Avenue.”

Don Evans, executive director of Our Place, adds, “It’s been a dream project for us, and we can’t wait to see the final results.”

Urban Sign will be installing the new marquee above the main entrance at 919 Pandora Avenue on Wednesday, April 1. Second prize in the contest was \$2,500 worth of signage, won by Lifetime Networks, while Cherry Bomb Toys took third place for \$500 of signage.

PHOTO/TV OP: Installation of sign, **Wed., April 1.** Begins at 6 a.m., drilling at 7 a.m., work to be completed before end of day.

Our Place is a unique inner-city community centre serving Greater Victoria’s most vulnerable: working poor, impoverished elderly, mentally and physically challenged, addicted and the homeless. Individuals and businesses provide the majority of financial

support for its programs and services. Our Place provides over 1,500 meals per day, hot showers, education, job skills, free clothing, counseling and outreach services, plus 45 transitional housing units. Most importantly, it provides a sense of hope and belonging to our neighbours in need.

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