

PRESSRELEASE

Mayor's Office • 100 East Michigan Blvd. • Michigan City, IN 46360 • (219)873-1400 • Fax: (219)873-1515
www.emichigancity.com

For Immediate Release

Date: June 4, 2004

New Banners on Michigan Blvd. & Franklin St.

Michigan City, IN (June 4, 2004) – The city's message of "Shops, Sand and Smiles" now greets residents and visitors alike as they travel down Michigan Blvd. and Franklin Streets.

Fifty banners went up along Franklin Street from the Library to the Ames Field area on Friday May 28, and fifty additional banners were placed along Michigan Blvd from US 12 to Carroll Avenue. Michigan City Signs installed the brackets and banners.

The Main Street Association suggested banners for downtown Franklin Street. Mayor Oberlie agreed that a full banner program should be implemented along Michigan Blvd. and Franklin Street. The design features a lighthouse with the slogan "Shops, Sand, and Smiles."

Mayor Oberlie said, "Customized street banners can define a community, and the message of 'shops, sand and smiles' is one we want to convey to those who live, work, and play in Michigan City. Each banner includes a stylized graphic of our lighthouse, a landmark for which our community is known nationwide. I'm very pleased with the banners and appreciate the efforts of all those who helped make them a reality."

Mr. Tim Lewis from Michigan City Signs installed the banners and will maintain them.

Julie Wozniak, Figment Creative Group, offered to design the banner at no charge to the City; after several meetings with Main Street, the Michigan City Planning Department, and the Mayor's office, the final design was agreed upon and developed by Ms. Wozniak.

"My partner, Polly Leibig, and I believe strongly in Michigan City," Wozniak said. "We live here and have our business here, and we are very proud of this community. We wanted to give something back, to show our commitment to Michigan City. Our company and our families will continue to be part of Michigan City's future."



####

Contact: Kevin Kieft

Phone: 219/873-1419 X340

E-mail: kkieft@emichigancity.com