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BBB Partners with FASTSIGNS® of Pottstown to Develop **Innovative Signage**

In ongoing efforts to revitalize downtown Boyertown, Adrianne Blank from Building a Better Boyertown (BBB) partnered with FASTSIGNS® of Pottstown to develop innovative signage to complement the community, attract more visitors and help support local businesses. Building a Better Boyertown is a non-profit organization that is working to preserve the historical heritage of the downtown while creating an environment that fosters a dynamic present and future.

The BBB committee started their journey in 2014 when they sought funding to develop a wayfinding plan for the town with support from the Berks County Community Foundation. Following the 150th Anniversary Celebration of Boyertown, the 150th Anniversary Committee donated their remaining funds to bolster the project. The highlight of the project is a solarpowered, LED-illuminated community reader board with a map with indexed locations of local businesses. The solarpowered sign is self-sustaining; no trenches were dug for wires and there are no monthly electric bills.

"I really enjoyed working on this project and all of the collaboration involved," said Bill Wellen, owner of FASTSIGNS® of Pottstown. "Not just with Adrianne and the committee, but designing in conjunction with Ornamental Post & Panel of Pineville, NC and Solar Illuminations of Fort Myers, FL."

The committee hopes to install attraction signs near highway exits in the near future. Funds are still being raised for



that phase of the project and will involve multiple townships working together.

FASTSIGNS® of Pottstown is a locally and independently owned and operated sign, graphics and visual communications company that provides comprehensive visual marketing solutions to customers of all sizes — across all industries — to help them attract more attention, communicate their message, sell more products, help visitors find their way and extend their branding across all of their customer touch points including décor, events, wearables, digital signage and marketing materials. To learn more, visit fastsigns.com/566 or call 484.624.4874.

