

# ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

April 10, 2014

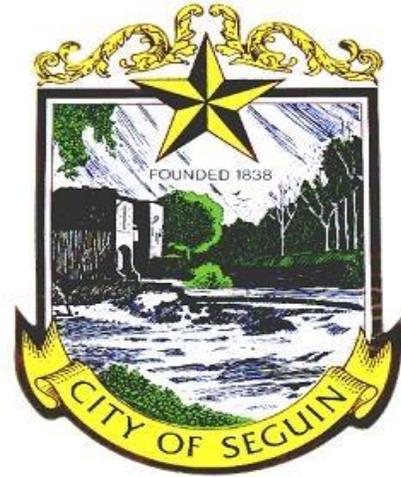
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## **Public Invited to Meeting on Signage Program**

### ***Meeting to Provide Ideas for Way-Finding Program***

**SEGUIN, Texas** – The City of Seguin encourages the community to attend an upcoming public meeting for input on the development of a way-finding signage program.

The program is part of an overall master planning effort to attract visitors, business and economic activity within the City of Seguin. The goal is to place priority on making it easier for people to navigate the area whether on foot, bike or by vehicle.

“This is an exciting opportunity for the community to come out and share their thoughts on how this signage program will take shape,” Seguin Public Information Officer Scott Packard said. “We want to hear your thoughts about how to point visitors in the direction of attractions that make our city great.”

The public meeting will be held April 22 at 5:30pm at the Seguin Coliseum, 950 South Austin Street. The public and stakeholders are encouraged to share experiences and insights to help people find their way around Seguin.

The City of Seguin hired consulting firm *fd2s* to develop a signature way-finding signage program. *fd2s* is a Texas-based firm with more than 20 years of experience in developing way-finding programs for a range of project types, including municipalities.

Design concepts are expected to be presented as part of a final plan by the end of July. For more information, please contact Convention and Visitors Bureau Director Jillian Boldway at 830-401-0810.

**What:** Way-Finding Signage Program Public Meeting

**When:** April 22 at 5:30pm

**Where:** Seguin Coliseum, 950 South Austin Street

**Who:** Anyone interested in having a say in the process

**About the City of Seguin**

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin's robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials. In 2009, Seguin was proud to be selected by Caterpillar as the site of a major new engine manufacturing facility.

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