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## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **Loveland’s Long-Awaited Welcoming Sign Set to be Unveiled**

**Loveland, Colorado, USA** – It can never be said again that the City of Loveland—one of Livability.com’s “2023 Best Places to Live out West” (out of the 100 Best Places to Live in the U.S.)—doesn’t have a welcoming sign worthy of its great quality of life and its people. Yes, a beautifully designed sign, ushering visitors into Loveland, at the northwest corner of U.S. Route 34 (Eisenhower Boulevard) and Hahns Peak Drive (in East Loveland) is slated to be officially unveiled on Friday, July 7, at 11:00 a.m. Community leaders will be on hand for the historic event that has been 12 years in the making.

The purpose of the sign is not only to welcome visitors to “The Sweetheart City,” but also to inform them of the international service clubs that call Loveland home—the Lions Club, the two Kiwanis Clubs, the three Rotary Clubs, and the Sertoma Club.

It took 130 years (since Loveland’s founding in 1881) for a group of influential citizens, the City of Loveland, and McWhinney Enterprises (the real estate development company that built Centerra) to finally begin, in 2011, to pull their talents and resources together to get this sign completed. The first task was to find a suitable location somewhere on East Eisenhower between I-25 and Denver Avenue (a stretch thought to be ideal for maximum exposure). After several years of screening potential sites, the present one—with an adjacent traffic signal enabling people who stop to view the sign—was identified as both highly visible and feasible. Schlosser Signs, a Loveland company, was selected to design, construct, and install the sign. The project was funded by the service clubs featured on the sign, along with a donation from McWhinney Enterprises.

“To the best of everyone’s knowledge, Loveland has never had a welcoming sign,” said Loveland Rotarian and founder of the project Jerry Westbrook. “Although it took a lot of time to bring this to fruition, every one of us involved knew our city needed such a sign befitting this wonderful place we call home.”

The public is invited to attend this unveiling ceremony, where members of the project team, as well as members of the various sponsoring clubs will be on hand to celebrate. There is plenty of parking at the northeast corner of the intersection and at other parking lots within a short distance of the site.

### **About Loveland’s Service Clubs**

The seven international service clubs serving Loveland (collectively numbering more than 425 people) are the Kiwanis Club, Loveland Lions Club, Downtown Lions Club, Loveland Rotary Club, Thompson Valley Rotary Club, Mountain View Rotary Club, and the Sertoma Club. They represent a diverse group of men and women with the primary mission to serve or give back to the community. The total economic impact to Loveland from the contributions of these groups is estimated to be more than \$4 million per year—including cash contributions, in-kind contributions, grants, and volunteer time.



The city’s new sign is approximately 5 feet by 8 feet with the Loveland logo and the words “Welcome to Loveland” at the top, followed by logos of the city’s service clubs and the words “Serving Our Community”.