



*"Wainfleet -
find your country side!"*

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NEWS RELEASE

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New Digital Signage in Wainfleet

Wainfleet, ON – The Township of Wainfleet officially launched its new digital sign directly in front of the Township Office. The sign represents several years of planning and consideration in terms of the best way to embrace this new technology.

Alderman Richard Dykstra, who has been spearheading the project since its inception, was pleased to see the sign finally in place and broadcasting its inaugural "Welcome to Wainfleet" message late Tuesday afternoon.

"This will add a little professional touch to the Township and allow us to communicate effectively with people at the same time," said the Alderman after the unveiling. "It's been a long time in the making and certainly worth the wait."

Wainfleet Manager of Operations, Richard Nan, was responsible for overseeing the construction of the sign, which included liaising with the Provincial Ministry of Transportation.

"This project ties in well with Councils Strategic Plan and has been on the radar for quite some time," said Mr. Nan. "I'm glad to have been able to play a role in bringing this plan into reality."

Standing 8'3" feet high and over 7 feet wide, the new sign features a rustic stone base and LED message board topped with an illuminated Township logo.

Wainfleet Mayor April Jeffs also expressed her excitement about the upgrade. "In recent years, we've seen many municipalities going to the digital signs as a more attractive and effective way of communicating messages to the community than more traditional signage," she said. "Despite being a small rural centre, I'm pleased to see us getting out ahead of the curve and taking this great step forward to communicate our message in a new way."

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