



P R E S S R E L E A S E

COUNTY OF SONOMA

575 Administration Drive · Santa Rosa, CA 95403
Phone (707) 565-2431 · Fax (707) 565-3778

FOR IMMEDIATE RELEASE

Date: December 30, 2013

Contact: Peter Rumble (707) 565-3771
peter.rumble@sonoma-county.org

New Windsor Gateway Sign Welcomes Locals & Visitors *County and Town Partner to Bring New Life to Windsor's Welcome Sign*

SANTA ROSA, Calif. – For Immediate Release – Town of Windsor residents and visitors will be greeted by a fresh and modern gateway sign. The new “Welcome” sign replaces the old dilapidated “Welcome to Windsor” sign on Southbound Highway 101 at the Town limits.

Sonoma County Supervisor Mike McGuire commented “We are all excited about the new Windsor Gateway sign. The new and improved sign will have a positive impact on the Town’s local economy by attracting locals and visitors alike to discover all of the great shopping and dining opportunities Windsor has to offer.”

“The new welcome sign is the perfect greeting for folks visiting the Windsor Town Green and we are grateful for Supervisor McGuire’s partnership on this important project.” said Windsor Town Mayor, Bruce Okrepkie. “The new sign will give the Town additional visibility on Highway 101 and will help attract folks to our local businesses.”

The new sign represents the collaborative efforts of the County, Town, the Windsor Chamber of Commerce and the Economic Development Task force to update the Town’s brand to take full advantage of economic development opportunities. The Town and the County are sharing cost of the sign totaling \$18,600. The County’s share is funded by its Advertising Program.

###

The County of Sonoma is comprised of 26 departments and agencies that provide a full range of services to the community. It encompasses over 1600 square miles and is home to almost 500,000 residents. Sonoma County government has a history of providing excellent and responsive public service while operating under sound fiscal principles.

Located less than one hour north of San Francisco, Sonoma County combines in one location the beautiful Pacific coastline, award-winning wineries, majestic redwoods, historic towns, fine dining, and a wide variety of entertainment and cultural activities.