



MEDIA RELEASE

FOR IMMEDIATE RELEASE:
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FOR MORE INFORMATION:
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Janesville Area Convention & Visitors Bureau to Host Interstate Signage Workshop

The Janesville Area Convention & Visitors Bureau (JACVB) will host a workshop at the Holiday Inn Express & Janesville Conference Center on May 3, 2016 at 10 AM, for local business owners regarding their options for Interstate and Highway signage.

Matthew R. Rauch, P.E. State Signing and Marking Engineer - Leadworker with the Wisconsin Department of Transportation will present the workshop. Attendees will learn about Specific Information Signs (SIS), Tourist Oriented Direction Signs and White Arrow Boards and who qualifies for these signage programs. Attendees will also learn how the application process works, how signage will be affected by future construction and what costs are involved.

"Hosting this signage workshop and providing tools and resources for local businesses is directly on point with our mission to lead, support, and promote the convention and visitors industry in the Janesville area," said Christine Rebout, JACVB Executive Director.

The workshop will allow plenty of time for a question and answer period and for interested businesses to walk through the application process. For more information on the workshop contact Christine Rebout, JACVB Executive Director at 757-3171.

The Janesville Area Convention & Visitors Bureau is a private non-profit Destination Marketing Organization, whose mission is "to lead, support and promote tourism in the area by promoting Janesville as a prime destination for meetings and conventions, motorcoach and leisure travelers, thereby creating a positive economic impact on the community and enhancing the quality of life." The JACVB is funded by local hotel room tax and receives 52.5% of the room tax collected by the City of Janesville with the remainder going into the city's general fund.

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