

To whom it may concern,

As marketing coordinator for Harlingen CISD, I have used our Golden Rule Sign to market our district in a new and unique ways. Specifically, I enjoy using the video feature to play highlights of our students. I believe the video captures people's attention as they are stopped at the light where our outdoor sign is located. Video allows me to showcase various aspects of a child's educational experience. Examples include a video montage of academics, music, swimming, literacy, outdoor activities, campus showcases, etc. The possibilities are endless.

I also utilize the board to advertise upcoming events at our HCISD Performing Arts Center, upcoming events in our district, and general promotion of our district's branding.

I recommend going with Golden Rule Signs for your upcoming project. I do advise however that you ensure that you have a strong connection to ensure a smooth communication process between your laptop and the sign. We haven't had any issues with the sign or the company. Just connection issues on our end and I have worked with our technology to solve them.

Thank you,



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