



Albert Michelson Elementary School

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Ben Williamson, Project Consultant
Golden Rule Signs
13070 Middletown Industrial Blvd
Louisville, KY 40223

Dear Ben,

With our new LED sign in place, we are now able to reach our Michelson Elementary school community with timely and eye-catching information, dates and activities! (It was getting really old and time-consuming to haul the ladder, rain or shine, out to the far corner of our campus and sliding little mundane plastic letters into place on our old sign!)

Golden Rule Signs has provided us a beautiful school-themed sign that captures the attention of every single family in our school as they turn onto our street. In the first couple of days after installation, we had new parents of next year's incoming kindergarteners for whom we have no other way to contact, responding to a message on the sign that allowed them come and register their kids for school. This helped us get an unprecedented jumpstart on kindergarten enrollment with an audience that was reached by our new sign.

It was a pleasure to work with all the entities that helped make our school sign a reality. From initial design staff to the installation contractor, each individual was friendly, helpful, and responsive. Because of such a positive experience and a great product, I have referred a colleague, who will hopefully choose *Golden Rule Signs* for his school. Thank you, *Golden Rule*, for getting us a top-quality message board for our community that saves me time and allows us to get really creative and effective with our community outreach!

Brett Loring
Principal