



**FOR IMMEDIATE RELEASE**

Monday, August 31, 2009

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## **STG Launches Fundraising Effort To Replicate The Paramount Theatre Vertical Sign and Restore The Marquee**

***"The Paramount is the most significant sign in Seattle"  
City of Seattle Landmarks Preservation Board***

**Seattle** - Seattle Theatre Group (STG) announced today a fundraising campaign, "**Paramount Sign of the Times - Replication, Restoration and Greening**," an effort to finance an exact replication of The Paramount vertical sign and restoration of its marquee. The vertical sign replacement will begin October 6, 2009.



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"STG has raised enough money to pay for over half of the amount needed to complete the project and we are happy to have the support of 4Culture, Washington State's Building For The Arts, Martin-Fabert Foundation, Seattle Foundation and The Sign Factory," said Kate Becker, STG's Director of Development. "We need to raise another \$150,000 - and we're asking for the help of Seattlites, those who walk past our sign every day as well as those in outlying areas who come to see a show, to consider donating \$10, \$20 or \$50, to keep this historic sign lit." To make a donation, visit [www.stgpresents.org](http://www.stgpresents.org).

The iconic blue and gold vertical sign outlined in neon, which has been in place since March 1930, will be replaced with an exact replica; although identical in appearance, the updated sign will be engineered with more environmentally responsible and energy efficient lighting systems. The City of Seattle's Landmark Preservation Board approves this endeavor and the new sign will immediately be placed on the historic landmark list. "With all the careful work that has been put into creating each part of this project, we have no doubt the public will be happy with the results," said Josh Labelle, STG's Executive Director.

### **THE STRUCTURE**

The vertical sign is anchored by steel i-beams that are structurally attached to the building. The skeletal support of the structure welded to these i-beams will remain and be protected with painted finish. The visible sheet metal portions of the sign, including the letters and lighting fixtures, have decayed beyond repair and will be replaced.

To create the new vertical sign, The Sign Factory of Kirkland collected measurements and detailed information regarding every piece of steel, nut, bolt, sheet metal, screws and paint samples from all surfaces. In addition, hand rubbings of the entire surface, using (14) 4' x 10' sheets of paper, were used to provide an accurate outline of each angle in the sign. All of this information was brought back to The Sign Factory's shop where a computer design was made to match the data from the site. "We paid meticulous attention to every detail in order to maintain the authentic look and feel of the original historic sign while updating it with modern energy saving electronics and technology," said Jim Risher, President of The Sign Factory.

The sheet metal will be replaced with aluminum, a lighter and weather resistant material. As defined by Leadership in Energy and Environmental Design (LEED), the aluminum for building restoration must be made of 30% recycled materials; The Paramount sign will exceed this as it is made of 17% post-consumer and 27% post-industrial aluminum materials.

### **THE ELECTRICAL**

The newly replicated sign will be approximately 90% more energy efficient. Magnetic transformers will be replaced with Ventex High Power Factor (HPF) electronic transformers to power the neon portions of the sign. These units will save up to 66% of the energy currently being consumed by the neon lights.

Additionally, The Paramount vertical sign has 1,932 incandescent bulbs using 11 watts per bulb, driven by several large mechanical chasers. "We have tested many types of bulbs to find the right one and are happy to have found an LED bulb that will use .75 watts per bulb, driven by electrical chasers, creating the same effect we are used to seeing but also using a lot less energy," said David Allen, STG's Director of Operations. Allen continues, "and although the mechanical chasers will no longer be needed, they will remain in place for historical tours. They don't make them like that anymore!"

**About STG:** Seattle Theatre Group is the 501 (c)(3) non-profit arts organization that operates the historic Paramount and Moore Theatres in Seattle, Washington. Our mission is to make diverse performing arts and education an integral part of our region's cultural identity while keeping these two landmark venues alive and vibrant. STG presents a variety of shows from Broadway, off-Broadway, dance and Jazz to comedy, concerts of all genres, speakers and family shows - at both historic theatres in Seattle and at venues throughout Puget Sound and Portland, Oregon.

**About The Sign Factory:** The Sign Factory, Inc. is an electrical sign manufacturing, installation and service corporation. With our in house design department we have the ability to design and manufacture signs from start to finish. We specialize in branding multiple locations for corporations, large and small. The company has the capability to provide sign products throughout the US and Canada from our Kirkland, Washington facility. We offer wholesale production and project coordination on a regional and national basis. Major customers include; national retailers: Macy's, Albertson's, Safeway, US Bank, Bank of America, Supercuts, HairMasters, Starbucks, Wells Fargo, local architects, property managers, commercial developers and local retailers.

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