

## ***Save Our Signs Fund*** – How does it work?

JFG, a regionally recognized brand of coffee with strong roots in Knoxville, understands the importance of historic signage as part of the architectural landscape of a community. In support of this idea, JFG is restoring the two iconic illuminated JFG signs in downtown Knoxville: in the Old City on Jackson Avenue (atop the JFG Flats residences) and above the south end of the Gay Street Bridge.

To encourage other local businesses and individuals to invest in repair and maintenance of other historic signs in the community, JFG will donate a portion of proceeds of JFG Coffee products sold at participating retailers between August 24, 2010 and December 31, 2010 directly to the Knox Heritage ***Save Our Signs Fund***.

The ***Save Our Signs Fund*** will be administered by Knox Heritage with these goals in mind:

- 1. Raising awareness of the importance of Historic Signs in East Tennessee.** Our region is filled with signs that tell a story about the history of local commerce, retail, and industry. Many of these historic signs, including three-dimensional markers on roadsides and structures or artfully painted logos or emblems on brick walls and barns, are essential to understanding and preserving the community's identity.
- 2. Providing needed funds for restoration of Historic Signs.** Restoration or maintenance of historic signs is almost always possible, but it can be cost-prohibitive for some owners or interested groups. Money raised for the Knox Heritage ***Save Our Signs Fund*** will be awarded by Knox Heritage to owners of historic signs through an application process. For complete requirements and guidelines, please see the Knox Heritage ***Save Our Signs Fund*** application.

JFG encourages other businesses and individuals to donate to the ***Save Our Signs Fund*** to contribute to the effort as well. Donations can be made the following ways:

- Donate online at [www.knoxheritage.org](http://www.knoxheritage.org)
- Call the Knox Heritage office at 865-523-8008 to donate via credit card.
- Write a check to Knox Heritage and mail to P.O. Box, 1242, Knoxville, TN 37901. (Indicate "Save Our Signs" in the memo line of the check.)

All proceeds are tax-deductible and will be used exclusively to fund the restoration of historically and culturally significant signage throughout the East Tennessee region via the ***Save Our Signs Fund***.

For more information about Knox Heritage's ***Save Our Signs Fund***, please visit [www.knoxheritage.org](http://www.knoxheritage.org), email us at [info@knoxheritage.org](mailto:info@knoxheritage.org), or call 865-523-8008.