

Press Release

SIGNS OF HOPE PROJECT SUPPORTS SOUTH PLAINS NEIGHBORS IN NEED

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FOR IMMEDIATE RELEASE

LUBBOCK, Texas – Local printing company Slate Group is working to spread goodwill through the community with their Signs of Hope project. The company has designed and printed yard signs to help spread encouragement as South Plains residents continue to deal with the effects of the COVID-19 crisis.

Trey Laverty with Slate Group said, “Things are changing constantly right now, bringing a lot of uncertainty to not only Lubbock, but the world. We wanted to come up with a way to involve the community in an effort to bring positivity to our area, while also helping local businesses to stay in front of their customers in a non-obtrusive way. We thought we could help uplift people by doing what we do best... printing.”

The company has placed a limited number of signs in front of their building that are free for the public to take. They are also inviting other companies to join them by purchasing signs and making them available for their customers. Slate Group is donating 10% of the proceeds to the South Plains COVID-19 Relief Fund.

To find out about how to purchase signs for your company, please contact Trey Laverty at 806.794.7752. Current Slate Group customers may contact their account executive.

Individuals interested in having a sign for their yard, can find a list of participating business at <https://www.slategroup.com/signsofhope/>

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How Individuals Can Donate to the South Plains COVID-19 Response Fund:

Individuals wishing to donate to the South Plains COVID-19 Response Fund may do so on the Community Foundation of West Texas's website at <https://www.cfwtx.org/>

Checks should be made payable to The Community Foundation of West Texas with COVID-19 Response Fund on the memo line. Mail to 6102 82nd Street, 8b, Lubbock, Texas 79424.

Gifts to the Response Fund will help South Plains communities respond to both the immediate needs and to the long term needs that will arise from this crisis.

About the Community Foundation of West Texas

The Community Foundation of West Texas is an independent, non-profit, publicly supported, tax-exempt organization whose purpose is to help donors meet the existing and future needs of the area's educational, health, cultural, civic and charitable organizations. The Foundation's mission goes beyond social service and welfare; our donors are improving the overall quality of life in the South Plains area.

About Lubbock Area United Way

Since 1946, Lubbock Area United Way has worked to address the root issues of the most significant challenges facing our South Plains communities to create lasting, positive change. The keys to United Way's success are its long-term partnerships with its Community Partner Agencies and involvement with various local coalitions. More about Lubbock Area United can be learned at www.lubbockareaunitedway.org.

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