

NEWS RELEASE

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Pine Technical College proudly flies new banners

PINE CITY, Minn. – Pine Technical College just finished installing 30 new banners on its property to enhance the appearance of the campus and spark more school pride. The new banners fly 20 feet above ground and are installed on the college's existing light poles, two-to-a-pole. The long-lasting vinyl banners measure 30" x 60" and feature the college logo on green, orange and brown – the college colors.

“The new banners contribute to a more campus-like, collegiate atmosphere and inspire a heightened level of school spirit and pride,” says PTC President Robert Musgrove. “All the banners have been up for just one week, and we’ve already received numerous compliments. I like seeing and hearing this added school spirit,” Musgrove adds.

The idea of installing banners was born from an Oct. 2009 visit by Gov. Pawlenty's Design Team. The team conducted a comprehensive visit and study of Pine City and recommended several courses of action regarding how city leaders might improve the city for residents, businesses and visitors. The team invested much of its time studying the college and its vital role in the community, and one important finding and resounding recommendation the team discussed confirmed what PTC college administration had long suspected: the college must gain more visibility, gain "a stronger presence," and find ways to strengthen the link between the college and the community it serves. The new banners proudly flying are one way the college is working toward the design team's recommendation.

“Plus, from an advertising perspective, it just makes sense to fully utilize campus property to advertise the college,” says PTC Director of Marketing and Admissions Dani Chandonnet. “While we advertise in newspapers, on the radio and on billboards, we should be looking at property and media we already own and maximize that,” Chandonnet adds.

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Photo: PTC's new banners fly in the college's main parking lot.

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