



FOR IMMEDIATE RELEASE
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Mayor unveils new Welcome to Hailey Sign!

(Hailey, Idaho) –Mayor Haemmerle will unveil the newest “Welcome to Hailey” sign on Thursday, December 20th at 5:30 pm. The sign, evocative of an actual 1950’s local billboard, “Welcome to Hailey, The Friendliest City”, has been designed to greet travelers coming from Friedman Memorial Airport and Atlantic Aviation. “The Airport is called Freidman Memorial Airport. The booking acronym is SUN. I wanted to make sure travelers leaving the airport know they are in Hailey, Idaho, the best City in the Wood River Valley”, states Mayor Haemmerle, who initiated this project.

Designed by Andy Hawley, Hawley Graphics, with metal fabrication assistance by Dave Swaner, the iconic metal-backed sign features back-lit letters set in a historic type, and the outline of Hailey’s Carbonate Mountain skyline. Materials and design are complementary with the Welcome to Hailey sign located along Highway 75 near Fox Acres Road. The new Welcome Sign will be unveiled on Thursday, December 20th near dusk, at 5:30 pm. The sign will be located in the public right-of-way adjacent to Ferguson Plumbing, at the corner of Aviation Drive and Jetstar Lane.