



# ReSource

www.ReSourceYard.org

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## For Immediate Release

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## Sign of the Times

**July 26, 2006 – A new sign will be installed atop ReSource, Northern Colorado's source for used building materials, at 1501 N. College in Ft. Collins at 1pm on Thursday July 27<sup>th</sup> – a sign made from, what else, old signs.**

ReSource, an environmental non-profit, salvages used building materials that would otherwise be sent to the landfill and offers those materials to the public for low prices.

A few months ago ReSource entered the market for two channel-lock letter signs to spell out "RESOURCE" on top of its newly purchased building; a building that happens to be made of used building materials. "In an ideal world, the signs would be made of re-used letters, letters that had already been in used as signs," shares ReSource's Seth Portner.

Mr. Portner called John Shaw, owner of Ft. Collins based DaVinci Sign Systems, to ask about the potential of finding and salvaging channel lock letter signs that spelled "RESOURCE" twice. In a real-life case of kismet, Mr. Shaw responded with, "You are not going to believe this, but we are currently removing a sign of channel lock letters that spells out, "DENVER AND AURORA'S CARDIOLOGIST ASSOCIATION." In other words, "RESOURCE" spelled twice (minus three letters). Coincidence?

Mr. Portner wasn't shocked. "This stuff happens all the time. Being in the reuse business is so rewarding, all you have to do is ask for a material and it shows up. Just yesterday someone was asking for marble countertops and some were donated later that day. It happens all the time."

ReSource has been open in Boulder for 10 years and is managed by The Center for ReSource Conservation, a non-profit organization established in Boulder in 1976.

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