



**News Release**

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## **The Dubuque Gateway Project Campaign Launches and the Sign Replica is Unveiled**



The Dubuque **Gateway Replica**, created by Bill and Teri Burdt of River City Gifts from the original design by Gary Olsen was unveiled October 1st, an event that also launched the project's website at [www.dubuquerotary.org/welcome](http://www.dubuquerotary.org/welcome). The website is filled with details about the sign project, with photos, drawings, and other downloadable documents.

The Rotary Club of Dubuque sponsors the Dubuque Gateway Project. The objective is to build new brick and stone welcome signs at the five gateways to the City of Dubuque. Each full-sized sign weighs 5 tons and is made of native limestone and red brick at a cost of approximately \$25,000 each. There are five signs in the project, and each one will be located at a natural gateway to the city: approaching Dubuque from the west along Hwy 20, southwest along Hwy 61/151, east from Illinois on Hwy 20 at the foot of the Illinois bridge, east from the Wisconsin Bridge, and approaching from the north on Hwy 52.

The replica signs are being sold to the public and distributed to local retailers who sign on as promotional partners to raise construction funds for the full-sized signs. The Gateway replicas are also available online through secure credit card transaction at [www.dubuquerotary.org/welcome](http://www.dubuquerotary.org/welcome), and sell for **\$79.95**. "This is the first time the Internet has been used by a local service club to raise funds in this manner," according to Gary Olsen, the project's chairman and sign's designer. "This extends our reach far beyond our city limits," adds Olsen. Website services have been provided by **Net-Smart** of Dubuque.

The project received an important boost from the **Dubuque Racing Association** which awarded the project a \$27,000 grant earlier this year to pay for construction of the first sign.

**See the replicas at River City Gift Shop** 3430 Dodge Street Inn Plaza, Dubuque 563-582-0568.

Distribution to retailers will take place around the first of November. More information and printable photographs of the signs and replicas are available at [www.dubuquerotary.org/welcome](http://www.dubuquerotary.org/welcome).