



## FACT SHEET

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<b>ABOUT YESCO:</b>	<p>YESCO specializes in the manufacture of custom electric signs, sign maintenance, and out-of-home advertising. Additionally, the company has sign and lighting service franchises throughout North America and operates a sign financing business. In 1920, Thomas Young founded the company in Ogden, Utah, after borrowing \$300 from his father. YESCO began offering wall-painted advertisements, gold-leaf lettering and coffin plates. Shortly after the advent of the neon tube, the company grew rapidly and was soon manufacturing, installing and servicing signs throughout the Intermountain West. Headquartered in Salt Lake City, YESCO operates across the United States and Canada. YESCO creates award-winning signs and displays from dazzling spectacles on the Las Vegas Strip, to simple but elegant signage for companies of all types. Today, the third and fourth generations of the founder's family continue the work of leading the company forward, maintaining the legacy of light that began over 100 years ago.</p>
<b>DATE FOUNDED:</b>	March 20, 1920
<b>HEADQUARTERS:</b>	Salt Lake City, Utah
<b>TOP MARKETS:</b>	Las Vegas, Los Angeles, Salt Lake City, Phoenix, Denver, Boise, Reno
<b>TOTAL MARKETS:</b>	More than 100
<b>NUMBER OF EMPLOYEES:</b>	1,058
<b>LEADERSHIP:</b>	<ul style="list-style-type: none"><li>● Ryan P. Young, President and CEO of YESCO</li><li>● Joshua M. Young, President of YESCO Custom Signs and YESCO Sign and Lighting Service</li><li>● Michael T. Young, Chairman of the Board</li><li>● Jeffrey S. Young, Executive Vice President of YESCO</li><li>● Paul C. Young, Vice President of YESCO</li></ul>



- Stephen E. Jones, Senior Vice President of YESCO Sign and Lighting Service
- J. Samuel Fisher, Senior Vice President of YESCO Franchising

**NOTABLE DESIGNERS:**

- Herman Boernge (Vegas Vic, 1950 Golden Nugget, Las Vegas Club, Mint, Horseshoe, Flamingo, Sands and Desert Inn)
- Rudy Crisostomo (Binion's Horseshoe, Union Plaza, Fitzgerald's, Circus Circus and New York-New York porte cocheres)
- Jack Larsen, Sr. (Silver Slipper, Caesars Palace, Aladdin)
- Brian "Buzz" Leming (Hacienda Horse and Rider)
- Ben Mitchem (Dunes, Riviera)
- Kermit Wayne (1956 Golden Nugget, 1958 Stardust)

**LARGEST SIGN:**

Palms Casino Resort, Las Vegas (79 feet-by-272 feet)

**OLDEST SIGN:**

Thomas Young Sign Co. Hand painted Sign (1920)

**OLDEST TECHNOLOGY:**

Paint and brushes, incandescent light bulbs

**NEWEST TECHNOLOGY:**

High-definition light-emitting diode (LED) screens

**DOWNLOADABLE PHOTOS AND VIDEO:**

[Click here for downloadable photos](#)

**WEBSITE:**

[www.YESCO.com](http://www.YESCO.com)

**SOCIAL MEDIA:**

Facebook, Instagram and YouTube: @yescosigns  
Twitter: @yesco\_signs  
Hashtags: #YESCO100YEARS

**MEDIA CONTACTS:**

Erika Pope: [erika@thevoxagency.com](mailto:erika@thevoxagency.com), (702) 249-2977  
Vanessa Thill: [vanessa@thevoxagency.com](mailto:vanessa@thevoxagency.com), (469) 226-4723

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