

## **WL Concepts Founder Honored For Vinyl Signage Display By UCPN**

*Bill Levine, founder of WL Concepts, a full service signage and POP displays designer, was recently honored with a Corporate Leadership Recognition Award. The award was given by the United Cerebral Palsy Association of Nassau County. Bill accepted this award not only on his own behalf, but that of his dedicated staff, who contributed in all phases to bringing to fruition all of the distinctive UCPN signage and displays.*

May 22, 2009 (FPRC) -- ROOSEVELT, NY - Bill Levine, founder of WL Concepts, a display signage company, was recently honored by the United Cerebral Palsy Association of Nassau County (UCPN) with a Corporate Leadership Recognition Award.

The award was presented to Levine during the association's 2009 Dignitary Awards Luncheon on April 24. The award was given because of his generosity and support of UCPN. To celebrate UCPN's 60th anniversary in May 2008, Levine's company created a timeline display outlining the association's progress during the past 60 years. The timeline is on permanent display in the UCPN breezeway for maximum visibility. In addition to the timeline display inside the facility, UCPN commissioned WL Concepts to design and produce outdoor vinyl signage banners advising visitors of UCPN's 60th Anniversary.

"I feel incredibly honored to have received UCPN's Corporate Leadership Recognition Award. It's an organization that is close to my heart because of the wonderful work they've done with my cousin, David" said Levine, founder of WL Concepts.

"The people working with UCPN consider it their life's passion to help adults with cerebral palsy and other severe disabilities find jobs and improve their living conditions. Providing printed banners for UCPN, an organization that has done so much for my family, seems like such a small thing, we were happy to work with them."

Founded in 2000, WL Concepts has worked with some of the country's top companies and organizations. The firm provides large marketing materials such as custom displays, silk screen prints and vinyl signage using state of the art equipment and techniques with lasers and high pressure water jets. The company's resume reads like a 'who's who' of the business world and clients include Tommy Hilfiger, Kohl's, LeSportsac, Jones New York, Timberland, DHL, and Macy's.

"We're proud of the work we do with all of our clients. No matter how large or small, it is our goal to make each and every client feel special or as if they are our only client! Our signs, fixtures and displays are what draw our customers in, but we know it's the level of service we provide that makes them clients for life. We work with each client extensively and don't rest until they're 100% happy and satisfied with the job we've done," said Levine.

About WL Concepts:

WL Concepts specializes in three-dimensional POP displays, large format printing and vinyl signage. They were founded in 2000 by Bill Levine and have worked with many major U.S. companies. In addition to some of the firms named above, there also have been some major

companies WL Concepts worked with through their 9 year history that have changed their names, merged or been taken over by other firms. Names such as Washington Mutual Bank (merger with Chase), Parisian, Lazarus, Rich's (merger with Macy's), Disney, and American Express Travel Services are but a few.

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