



Owner

Stripes and MD Anderson

Contract Type

Signs

STRIPES

Texas

FSG partnered with Stripes and MD Anderson to help Stripes strike through cancer.

CHALLENGE

Stripes lead an initiative to raise more than \$1 Million to fund cancer research through the MD Anderson Cancer Research Center. To publicize the campaign, they wanted to create several large scale signs with the word "Cancer" written on them that could be installed on the sides of several Stripes locations. The signs would then have a red strikethrough painted on them by cancer survivors thus allowing the survivors to "strike through" cancer.

SOLUTION

FSG's sign team in Austin stepped up to the plate to design and fabricate the signs. FSG's various teams around Texas, then stepped up to install the signs.

RESULT

In the end, Stripes, and MD Anderson had seven of the "strike through" events around Texas and all of the FSG "Cancer" signs were defaced for a good cause! At the end of the campaign, Stripes met their goal, raising more than \$1.4 million for cancer research!

