



FACT SHEET

ABOUT YESCO:	Celebrating its 100 th anniversary in 2020, 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 in Utah, Idaho, Nevada and Wyoming. Headquartered in Salt Lake City, YESCO operates in more than 100 cities around the United States and Canada. From dazzling spectacles on the Las Vegas Strip, to simple but elegant signage for corporate office buildings, YESCO creates award-winning displays for some of the world's most prestigious brands. Today, the second, third and fourth generations of the founder's family continue the work of leading the company forward, maintaining the legacy of light that began 100 years ago.
DATE FOUNDED:	March 20, 1920
HEADQUARTERS:	Salt Lake City, Utah
TOP MARKETS:	Las Vegas, Los Angeles, Salt Lake City, Phoenix, Denver, Boise, Reno
TOTAL MARKETS:	More than 100
NUMBER OF EMPLOYEES:	1,058
LEADERSHIP:	<ul style="list-style-type: none">• Thomas Young, Jr., Chairman of the Board• Mike Young, Executive Chairman of the Board• Ryan Young, President & CEO• Jeff Young, Executive Vice President / Chief Sales Officer



- Paul Young, Corporate Executive Vice President
- Josh Young, President of YESCO Custom Signs and YESCO Sign & Lighting Service
- Stephen Jones, Sr. Vice President of YESCO Sign & Lighting Service

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:

The Reef, downtown Los Angeles, 38,500 square feet (2020)

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

SOCIAL MEDIA:

Facebook, Instagram and YouTube: @yescosigns
Twitter: @yesco_signs
Hashtags: #YESCO100YEARS

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