



## Crush Creative Highlights Qualcomm Stadium For The San Diego Chargers 2004 Season

*Crush Creative partners with the San Diego Chargers as a premier provider of graphics for Qualcomm Stadium.*

For Immediate Release

BURBANK, Calif./EWORLDWIRE/Nov. 3, 2004 --- Crush Creative, a Southern California based visual communications agency, was the natural choice when it came time for the San Diego Chargers to outfit their stadium with graphics. Crush was chosen due to their reputation as the premier provider of stadium graphics for other Southern California sports teams such as the Anaheim Angels, Mighty Ducks of Anaheim, and the San Diego Padres.

Execution of this large-scale project included the production and installation of all fixed sponsorship signage throughout the stadium including sixty-four sponsor fascia signs, as well as all tri-vision, scoreboard, marquee and diorama signage. Crush Creative installed adhesive back vinyl on-site for the tri-vision graphics and used an adhesive back vinyl mounted to plex application for the fascias, marquee and scoreboard signage.

The scope of this project also included the manufacturing and installation of fourteen new light boxes, including electrical and the refurbishing of all existing stadium light boxes. For this Crush worked extensively with a specialized team at one of its premier installation resource partners.

Adding to the success of this extensive project, the Crush Project Management Team worked with teams from the San Diego Chargers and their clients throughout the production and installation process, ensuring all aspects of the project were on strategy.

Crush Creative has been a major supporter of the creative community for over 40 years. Producing the finest in visual communications, Crush Creative is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

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