

Spring Street sign aids charity fundraiser

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A sign that seemingly gives motorists the thumbs up next to the statement “Like” is greeting drivers on South Spring Street in Port Washington.

No, it’s not a comment on their driving. Instead, it’s part of the “Like My Community Cause” fundraising campaign by the insurance company Liberty Mutual.

The sign is alongside the Ozaukee Interurban Trail, which is one of seven projects vying for \$30,000 in funding from the insurance company.

People are encouraged to use social media to vote for the bike trail every day through Aug. 1. The top three vote getters at the end of the three-month period will each receive \$30,000.

Each of the projects seeking funding has been nominated by a local Liberty Mutual agent, the company said. Among the other projects vying for the funding are Children’s Hospital of Wisconsin and the Milwaukee Rescue Mission.

If the Ozaukee Interurban Trail were to win the money, it would be spent on a trail extension project or two, said Andrew



THIS SIGN NEAR the Ozaukee Interurban Trail and Ozaukee County Highway Department on South Spring Street in Port Washington is intended to spur people to vote for the bike trail in a fundraising contest.

Photo by Bill Schanen IV

Struck, the county’s director of planning and parks.

But the ambiguous sign has caused some motorists to do a double-take.

“When I first saw it I thought, ‘What is the county doing allowing advertising there?’” City Administrator Mark Grams said.

Once he understood the meaning behind

the sign, Grams said, he had no problem with it.

“It’s for a good cause,” he said, “and it’s temporary.”

The boxy sign is allowed under city codes because it is a temporary sign, he said.

To vote for the Ozaukee Interurban Trail on the Internet or via Twitter, log onto www.facebook.com/libertymilwaukee.