
BRIEF HISTORY

From its early days as a village and later as the home of the McLaughlin Carriage Company, the largest carriage works in the British Empire and the precursor to General Motors of Canada, Oshawa has prospered. On March 8, 1924, with a population of 15,545, Oshawa received "City" status and throughout the late 1900s population and employment continued to grow.

Today, Oshawa has a population of over 172,000, and is the largest municipality in Durham Region. With roots in the manufacturing sector, Oshawa is now an education and life sciences hub. The city has three post-secondary institutions and is rich in arts and cultural assets, with over 500 cultural businesses, events and festivals.



OSHAWA SIGN SPONSORSHIP



The Falkenberg Sculpture at Ontario Tech.

The OSHAWA SIGN CAMPAIGN is an opportunity for individuals and businesses to show their support for a transformative future for Oshawa and for a 21st century social contract based on community, fairness, responsibility, and solidarity.

HELP US RAISE THE FUNDS!
[www. oshawasign.ca](http://www.oshawasign.ca)

2024 100 YEARS



OSHAWA

The name chosen from the original settlement and translated from the native dialect to mean ... "that point at the crossing of the stream where the canoe was exchanged for the trail."





The Brisbane sign stands along the river at South Bank with the city vista in the distance.

BRISBANE SIGN:

This once-temporary sign has now become a much-loved permanent landmark in Brisbane. Visitors to the city love to stand near the giant letters and take group photos or capture selfies with the Brisbane skyline behind them.

The original BRISBANE sign was designed and installed for the G20 Leaders' Summit in 2014.

The original sign was only intended to sit by the banks of the Brisbane River for one month. Because Brisbanites had such a love affair with the G20 sign, Brisbane council vowed to build a permanent sign that was built to withstand the test of time.

2024 - OSHAWA'S NAME IN LIGHTS

A Celebration of Oshawa's Past and a Symbol of its Commitment to a Transformative Future.



THE OSHAWA SIGN:

From London to Brisbane, from Paris to Toronto, cities have inspired civic pride and enthralled visitors with structures that reflect their uniqueness. Oshawa will celebrate its 100th anniversary in 2024 with many extraordinary events.

Our goal is to erect a LASTING symbol of the 100-year milestone that will serve as a reminder of our commitment to evolve, transition, and believe in Oshawa.

THE PLAN:

Website Launch	May 2022
Site Location	Jan 2023
Final Design	Jan 2023
Public Awareness Campaign	May 2022 - 2024
Fund Raising*	Aug 2022 - 2024
Go Decision	Jan 2023
Construction Start	Mar 2023
Installation	Feb 2024
Unveiling	May 2024

* Oshawa Sign funding for research, design, location, construction, and installation will be sourced from businesses and individuals.