

Pastner poster a big hit for Germantown business

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GERMANTOWN, TN (WMC-TV) - A new poster along Germantown Parkway is a big hit with University of Memphis basketball fans.

Drivers honked their horns in appreciation Wednesday as they drove by the large poster, which features the smiling face of Memphis Tigers basketball coach Josh Pastner.

The poster is modeled in the same design of the "Hope" poster of President Barack Obama that was popular when he was campaigning for office.

"It's certainly got that mystique," motorist Scott Hooper said. "You know, it's certainly something similar to that. That's what kind of catches your eye."

The poster is the brainchild of a Think Signs, a Memphis-based design firm owned by graphic artist and University of Memphis graduate Jason Green.

"I think everybody is responding to his positive energy," Green said Wednesday.

Green said he and his colleague, Will Cook, began printing the Pastner posters about two weeks ago, and demand has been steady.

Think Signs has also printed up about 200 stickers featuring Pastner, which they are currently giving away for free.



(Source: Think Signs)

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