



OT_AWA LETTERS ILLUMINATION

Thank you for your interest in illuminating the Sparks Street OT_AWA sign!

Located on Sparks Street, surrounded by gorgeous architecture, the OT_AWA sign is a popular attraction for residents and visitors throughout the year on our amazing pedestrian street. Today, the sign is a Sparks Street landmark, attracting hundreds of thousands of residents and visitors from around the world to stop by and be the letter "T". The sign provides a colourful dynamic landmark for photos, a gathering spot for pedestrians and shoppers and a fantastic accent to our programming.

Sparks Street is not accepting sign lighting requests, though we appreciate, celebrate, and recognize our not-for-profit and charitable partners and neighbours, as well as awareness campaigns – the sign will be programmed for Sparks Street festivals and events only. The Sparks Street OT_AWA sign showcases a variety of default seasonal themes and formal celebrations throughout the year.

The original OT_AWA sign was installed in Spring 2017 during Canada's 150th anniversary celebrations. In 2021, the Sparks Street team, with support from its BIA, replaced the original sign, adding its official Sparks Street road sign, as well as new features; programmable LED lighting illuminated 24 hours a day and 365 days per year.