



THE CHARLES HOSMER
MORSE MUSEUM
of American Art

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FOR IMMEDIATE RELEASE

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**MEDIA ALERT:
MORSE MUSEUM TO REMOVE ICONIC MERITA BREAD SIGN**

WHAT: Crews from the Charles Hosmer Morse Museum of American Art and Jayco will remove the iconic Merita Bread neon signs from the top of the old bakery building where they were the unofficial gateway to Orlando for more than 50 years. The bakery closed in 2012. The signs, each measuring approximately 18 feet high by 30 feet long, were acquired by the Museum through a gift from Maudlin International Trucks of Orlando. In addition, the gift includes the neon letters from the building front that spell out “Merita Bread Company.”

WHEN: 8:30 a.m.–4 p.m., November 12 and 13 (work on cutting sign sections expected to begin 10:30–11 a.m. November 12)

WHERE: 2200 S. Division Ave., Orlando.

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