



Ten-story Apple iPad banner changing to 'Outsource to Detroit' for GalaxE.Solutions

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By Michael Wayland | MLive.com

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The 10-story Apple iPad 2 banner on the side of 1001 Woodside Ave. is being changed this weekend to an ad for GalaxE.Solutions, which will bare the company's name and its 'Outsource to Detroit' logo.

The extremely large Apple Inc. banner for the iPad 2 on Woodward Avenue in downtown will soon become an ad letting everyone know Detroit is open for business.

[GalaxE.Solutions](#) founder and CEO Tim Bryan told [MLive Detroit](#) Thursday afternoon that the 10-story banner on the side of the company's office, 1001 Woodside Ave., is being changed this weekend to display the company's name and its "Outsource to Detroit" logo.

"I think it's going to be a significant source of pride for people that live in this city and the state of Michigan," Bryan said. "While the sign will say 'GalaxE.Solutions,' it will say 'Outsource to Detroit' and I think that will add further substance to what we're trying to do here."

In April, Bryan's New Jersey-based IT company announced it would open an office in Detroit and hire 500 people in the next five years [\(currently ahead of schedule\)](#) by

"outsourcing" business that has traditionally gone to firms in India and other foreign countries to Detroit.

The banner, which can be seen from miles away, is expected to be changed Saturday -- just in time for the [Detroit Tigers'](#) home playoff games against the New York Yankees and the [Lions'](#) Monday Night Football game on Oct 10.

Bryan has made national news for his work with “Outsource to Detroit,” and today he met with Michael Strautmanis, Deputy Assistant to the President and Counselor for Strategic Engagement to the Senior Advisor, to further discuss why the Motor City is the right place for job creation and growth in the IT industry.

“There’s an excellent opportunity because some of the offshore technology firms that have taken American jobs are now starting to have quality issues, so it is an excellent time to bring those jobs back to the United States and Detroit specifically,” said Bryan, who previously this year spoke in Washington, D.C., and [hosted U.S. Assistant Secretary of Commerce for Economic Development John Fernandez](#) in Detroit.

Check back to [Mlive.com](#) Thursday afternoon and Friday morning for more information on Strautmanis’ two-day visit to the Motor City.

http://www.mlive.com/business/detroit/index.ssf/2011/09/ten-story_apple_ipad_2_banner.html



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GalaxE.Solutions'
"Outsource to Detroit"
logo

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