



# MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

FOR IMMEDIATE RELEASE: Sept. 23, 2020

Contact: Mike Donila Abbey Harris  
306-1177 cell 215-4579 office  
705-1681 cell

## **Small Business Series Features Graphic Creations**

*KNOXVILLE, Tenn.*— Knox County Mayor Glenn Jacobs interviewed Jim Caughorn, owner of Graphic Creations, as part of his latest video series highlighting small businesses.

Throughout the series, the Mayor has conducted interviews with small business owners and operators, providing them the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees, and helping them share any plans they hold for the future. A new vignette runs each week on the county and Mayor’s various social media platforms.

Graphic Creations, founded in 1987, has evolved over the past three decades – from initially servicing the University community, to creating business cards to developing vehicle wraps.

“Anything we can do to help our customers protect their brand, manage their brand and/or just market themselves – that’s what we do, Caughorn said.

When businesses were forced to shut down in March because of COVID-19, Graphic Creations again evolved.

“We were down 60 to 70 percent, but several employees in here came up with some ideas to make face shields and counter shields and we have the (needed) equipment which gave us a lot of versatility,” Caughorn said. “April, May, June and July were record months for us just trying to help the people with PPE.”

The company also started creating visual graphics – such as floor dots – to help communicate social distancing.

To hear more of what was said, check out the [video](#).

###