

FOR IMMEDIATE RELEASE

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Downtown Rutland Named Quarterfinalist for America's Main Streets Contest Support Rutland by Voting Today

Rutland, Vermont —The national small business movement, Independent We Stand, announces the quarterfinalists, including Downtown Rutland, in the 2019 "America's Main Streets" contest. As the lifeblood of our cities and towns, our nation's main streets play an important role in the long-term success of communities and help build a sense of place. Independent We Stand invites the public to vote for their favorite quarterfinalist and move a deserving Main Street one step closer to the grand prize of \$25,000.

The official announcement that Center Street Downtown Rutland was a quarterfinalist was made at 10:00 a.m. on Monday, April 29, 2019. Rutland is one of 25 quarterfinalist cities nationwide vying for \$25,000. Robert Maguire, owner of Rutland Appliances, nominated Downtown Rutland as a candidate to win the \$25,000. This grand prize and other prizes will be awarded on July 4, 2019. If Rutland wins, he plans to make sure the money is utilized so that it has a meaningful and long-lasting impact on the city.

Robert enlisted Intrepid Athletics, a local non-profit organization, to help promote the contest. Since its creation by founding member Natalie Boyle, Intrepid Athletics has been dedicated to the Rutland area with donations of time and money to organizations such the Rutland Recreation Department, college scholarships for Rutland High School students, free adult learn to swim classes, and ongoing support of amateur athletes with a vision for the betterment of their community.

Nearly 230,000 total votes were cast for 232 entrants during the nominations phase. The 2019 quarterfinalists in alphabetical order are:

- <u>Belleville Main Street</u>, Belleville, III.
- Benicia Main Street, Benicia, Calif.
- <u>Cambridge Main Street</u>, Cambridge, Ohio
- Canton Main Street, Canton, Ga.
- <u>Center Street/Downtown Rutland</u>, Rutland, Vt.
- <u>Corning's Gaffer District</u>, Corning, N.Y.
- Downtown Big Rapids, Big Rapids, Mich.
- <u>Downtown Elkin Historic Main Street</u>, Elkin, N.C.
- <u>Downtown Jeffersonville</u>, Jeffersonville, Ind.
- <u>Downtown Montpelier</u>, Montpelier, Vt.
- Herrick Avenue, Wellington, Ohio
- Historic Downtown Ripon, Ripon, Wis.

- Jacksonville Main Street, Jacksonville, III.
- <u>LaBelle Downtown Revitalization Corporation</u>, LaBelle, Fla.
- Lincoln Avenue, Bellevue, Pa.
- Logansport, Indiana, Logansport, Ind.
- <u>Lost Nation Main Street</u>, Lost Nation, Iowa
- Main Street Amherst, Amherst, Ohio
- Main Street Covington, Covington, Ga.
- Main Street Hayward, Hayward, Wis.
- Peru, Indiana, Peru, Ind.
- Saco Main Street, Saco, Maine
- <u>Texarkana Main Street</u>, Texarkana, Ark./Texas
- Uptown Butte, Montana, Butte, Mont.
- Wellsboro Main Street, Wellsboro, Pa.

Semifinalist voting begins April 29 at MainStreetContest.com and runs through May 26.

The top 10 semifinalists will be announced May 27. The winner of the 2019 "America's Main Streets" contest will be announced June 3 followed by a "Main Streets Make Us Better" celebration on the Fourth of July, when the winner will announce how the prize money will be used.

Additional contest prizes include:

- STIHL Equipment Certificate for \$1,000 worth of STIHL equipment good at any STIHL Dealer in the U.S.
- Do it Best Corp. \$500 shopping spree
- Free One Day Downtown Assessment from Flip This Town
- Nationwide Marketing Group \$500 shopping spree
- PPG Paints \$500 shopping spree
- Public relations and social media recognition
- A special plaque for the winner to proudly display

For more information visit: intrepidathletics.org or contact Natalie Boyle at intrepidathletics@yahoo.com.

Presenting Sponsor:

<u>STIHL Inc.</u>, America's <u>number-one selling brand</u> of gasoline-powered handheld outdoor power equipment*, is the founding sponsor of Independent We Stand and the presenting sponsor of America's Main Streets contest. The company follows a unique distribution strategy in the handheld outdoor power equipment industry, choosing never to sell products at big box stores, but instead remain loyal to its 9,000+ authorized local STIHL Dealers nationwide.

Supporting Sponsors:

- Do it Best Corp.
- Flip This Town
- Nationwide Marketing Group
- North American Retail Hardware Association
- PPG Paints



About Downtown Rutland

Downtown Rutland is the heart and soul of a vibrant community that is hard-working, diversified and passionate about their city. Our downtown boasts restaurants, bookstores, unique and eclectic clothing boutiques, is a major center for business, and considered the heart of arts and entertainment in Rutland. This historic downtown is host to many outdoor events throughout the year, providing family-friendly activities for every season of the year. The Downtown Farmers Market is the oldest farmer's market in Vermont and one of the most vibrant, consistently attracting visitors from all over the state. The Paramount Theater, an arts, cultural and educational leader, is a beautifully restored, historic performance venue that is host to many events, both local and professional. It is listed on the National Register of Historic Places and adds considerably to the charm and allure of Downtown Rutland. Some notable events include Friday Night Live, a free outdoor concert series that draws the community together to enjoy music, outdoor dining, shopping, children's activities and more. The Annual Sidewalk Sale and accompanying street party are complete with an open-air market. Downtown is also host to several races and outdoor family-friendly events including the Crowley Brothers Memorial Road Races. Outdoor events continue throughout the fall and winter seasons as well. The Rutland Halloween Parade has been an historic tradition for Vermonters for over 50 years. Downtown Rutland comes alive each October with floats from merchants and local organizations and gets everyone into the spirit of Halloween. The parade has been used as the setting of a number of superhero comic books, and is one of the highlights of the year. Winter Fest features a weekand-a-half of activities of fun in the snow including Center Street Night Sledding. There is something for everyone in Downtown Rutland. Come see for yourself!

About Independent We Stand

Independent We Stand is a nationwide movement of independent small business owners whose mission is to inspire other small business owners to better understand and celebrate their locally owned status while educating consumers about the importance and strong economic benefits of supporting them. The Independent We Stand movement is sponsored by STIHL Inc. STIHL products are sold through more than 9,000 authorized local STIHL Dealers from coast to coast – not big box stores. Associate sponsors include Nationwide Marketing Group, PPG and Do it Best Corp.

*"Number one selling brand" is based on syndicated Irwin Broh Research as well as independent consumer research of 2009-2018 U.S. sales and market share data for the gasoline-powered handheld outdoor power equipment category combined sales to consumers and commercial landscapers.