

Main Street Matters – Can We Do It Again?

For Immediate Release – June 7, 2013

Brandon has been selected as one of 100 communities competing for the opportunity to have a portion of our downtown painted at no cost through Benjamin Moore's "Main Street Matters" initiative.

Benjamin Moore will not only provide the paint and supplies needed for façades, porches, railings, shutters and other exterior building trims, but its color experts will consult on the best choices to enhance the architectural style, regional influences and historic references in each community. Skilled professional painters, many of them members of the Painting and Decorating Contractors of America, will be hired, putting another segment of local business to work along with the local Benjamin Moore retailer who will be mixing the paints that are used.

The effort will be undertaken with the help of multiple partner organizations around the country, including Make It Right, a long-time partner of Benjamin Moore that was founded by actor-philanthropist Brad Pitt. Brad Pitt will be lending his voice in support of the effort that Benjamin Moore is undertaking with Main Street Matters.

To ensure Brandon is one of the 20 communities selected for this revitalization initiative we need the communities support. Please visit <http://www.paintwhatmatters.ca/> click on Manitoba on the map and vote for Brandon. You can vote once a day, every day till June 30th.

"Brandon has an excellent track record for getting involved in these types of contests and voting for Brandon; let's do it again", states Shaun Cameron, Chairman of Renaissance Brandon. "Winning the LG Rocks Your City contest and the strong support our city showed with the Westjet petition are great examples of our ability as a community to gain national attention."

"Our Main Streets are the vital hubs of our communities – and Benjamin Moore and our network of independent dealers have always been integral parts of Main Street," said David Melançon, Chief Marketing Officer of Benjamin Moore. "This investment we're making in communities around North America is core to our business and to whom we are; Main Streets make us who we are and we're proud to honor that with this effort."

You can follow all Downtown **HUB** announcements at www.downtownhub.ca.

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