



FOR IMMEDIATE RELEASE

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Greenfield Main Street, Inc. Vying for \$25K Cash Prize in National Contest Recognizing America's Main Streets

Vote now to advance Greenfield Main Street, Inc. to the next round

Greenfield, IN. – On February 26, [Independent We Stand](#), the national small business movement, kicked-off its third annual [America's Main Streets](#) contest to help consumers, small business owners and Main Street organizations reward a deserving Main Street with \$25,000 in cash and sponsor-related prizes. Greenfield Main Street, Inc. in Greenfield, Indiana, is among this year's nominees.

America's Main Streets play an important role in the long-term success of communities and help build a sense of place reinforcing this year's theme: "Local Memories. Lasting Impact."

"Our Independent We Stand America's Main Streets contest shines a light on the pride business owners and communities take in their Main Streets," says Independent We Stand co-founder Bill Brunelle. "We know small businesses on these Main Streets help them thrive and have a measurable economic impact. This contest is a chance to share those stories with people from coast-to-coast."

Greenfield Main Street, Inc. has played an integral role in revitalizing Downtown Greenfield. Over the last few years, hundreds of thousands of dollars in private investment have been matched with grants through GMSI to help fund façade renovations, signs, and awnings for new and existing businesses. The organization has worked to create new events that bring people in to the downtown with established favorites like the North Street Fitness Festival and the newest additions of Boos and Brews and Shamrock the Block.

Downtown Greenfield continues to progress, and Greenfield Main Street, Inc. is excited to work with our members every step of the way to make the best tomorrow for our community.

The first round of voting in the contest began as soon as Greenfield Main Street, Inc. was nominated and runs through April 22. All nominations and voting take place on <https://mainstreetcontest.com/profile/187>

Important dates:

- **February 26 to April 22:** "America's Main Streets" nominations and quarterfinalist voting



- **April 30 to May 27:** “America’s Main Streets” semifinalist voting
- **June 4:** “America’s Main Streets” winner announced
- **July 4:** “Main Streets Make Us Better” event; “America’s Main Streets” winner announces plans for \$25,000 grand prize

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
- PPG Paints \$500 shopping spree
- Public relations and social media recognition
- Special plaque for winner to proudly display

For more information on GMSI, visit: <http://www.greenfieldmainstreet.org/> or contact Shelley Swift at (317) 358-5284.

Presenting Sponsor:

[STIHL Inc.](#), America’s [number-one selling brand](#) 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 remaining loyal to its 9,000+ independent servicing dealers nationwide.

Supporting Sponsors:

- [Do it Best Corp.](#)
- [North American Retail Hardware Association](#)
- [PPG](#)

About Greenfield Main Street, Inc.

Greenfield Main Street, Inc. wants you to “BIKE. SHOP. EAT. REPEAT.” in Greenfield. It is a volunteer community-driven organization dedicated to bringing about positive change and revitalization in the core of Greenfield, Indiana, using the Four-Point Approach of the national Main Street initiative.

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 [servicing power equipment retailers](#) from coast to coast – not big box stores. Associate sponsors include [PPG](#) and [Do it Best Corp.](#)

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WE STAND**TM
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MAIN STREETS**

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