



## **MEDIA RELEASE**

**(FOR IMMEDIATE RELEASE: April 22, 2014)**

Benjamin Moore is starting work to revitalize Sheboygan's Downtown as part of its Main Street Matters program. Benjamin Moore has selected Certa Pro to manage painting and repairs which are now underway for the 22 buildings selected. Painting is scheduled to begin the week of May 5th and completed by mid-May, weather permitting. Benjamin Moore is providing all necessary paint, stain and supplies for façades and other exterior building trims.

“We are proud to be the only Wisconsin community to be part of the Main Street Matters program sponsored by Benjamin Moore. The 22 buildings to receive a facelift will assist in transforming our downtown as we start to implement our Harbor Centre Master Plan,” explained Mayor Michael Vandersteen. The Harbor Centre Master Plan can be viewed on the City’s website:

[www.sheboyganwi.gov](http://www.sheboyganwi.gov)

Benjamin Moore will work in coming weeks to transform the first floors of the buildings in the block along North 8<sup>th</sup> Street between Pennsylvania Avenue and Center Avenue and the west side of the N. 8<sup>th</sup> Street between Wisconsin Avenue and Niagara Avenue. Property owners have been encouraged to paint the upper floors as part of this program.

Sheboygan is one of 20 communities across North America undergoing revitalization efforts. To learn more about Benjamin Moore, Main Street Matters or to follow the revitalization process, please visit [www.paintwhatmatters.com](http://www.paintwhatmatters.com).

Questions regarding this program shall be directed to:

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