

Genoa Main Street, Inc.
Mim Evans, Executive Director
327 West Main Street
Genoa, IL 60135
(815) 784-6961

For Immediate Release
May 12, 2010

Showing the Colors in Genoa:

Campaign Aims to Fill Main Street with Flags

Genoa Main Street, Inc. is unveiling a new initiative that will fill downtown with American flags this Memorial Day and on patriotic holidays throughout the year. The non-profit organization is selling the flags and installing them too. The goal is to show the colors and create an attention grabbing visual impression while also raising funds for future projects.

“We’ve had great success selling holiday greenery to decorate the downtown businesses,” said Sandy Spier, chairperson for the flag project. “We have been able to make it easy for the business owners to participate by also installing the greens.

“This program operates the same way. When business owners buy the flags, we will put them up.”

Each business owner also will be provided with a list of dates when the flag is to be flown. The poles can also be used for decorative flags at other times.

“We are always trying to add something new downtown to generate some excitement,” said Mim Evans, Genoa Main Street Executive Director. “The first project was painting the buildings, which was very successful. Then we purchased new light pole banners. That was followed by the holiday greenery. Last summer we built Main Street Park. This year we will add the flags.”

Area residents can also purchase the flags online at genoamainstreet.org Flags can also be purchased by stopping by the Main Street office.

“We have a funding gap to make this year because the City is not able to contribute financially as they had in the past. We developed the flag project as a way to both raise funds and make a downtown improvement at the same time,” said Evans.

(more)

Showing the Colors in Genoa – Add 1

“This is just one of the ways we hope to make up the deficit. We are asking the community for donations and offering businesses and organizations the opportunity to sponsor events.”

More information is available by calling the Main Street office at 815 784-6961. Flags may ordered and on the organization’s Web site at genoamainstreet.org.

Genoa Main Street, Inc. is a volunteer organization dedicated to preserving Genoa’s historic heritage and small town wholesomeness while promoting economic development and downtown improvements.



Caption: ShowtheColors.jpg

Sandy Spier (left) and Diane Helland display the flags Genoa Main Street, Inc. hopes will soon fly from all downtown Genoa businesses. The organization is selling the flags as a fundraiser, and to promote flying of the flag in downtown Genoa and throughout the community.