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For Immediate Release
June 22, 2009

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MainStreet Façade Squad Makes Stop In Clovis

SANTA FE, N.M.- The Economic Development Department's New Mexico MainStreet program took to the streets of Clovis for the second in a series of Façade Squad beautification events. Held May 30, 2009, 30 volunteers used 70 gallons of paint to dynamically change the appearance of three downtown buildings.

Economic Development Department Cabinet Secretary Fred Mondragón praised the event, stating, "New Mexico MainStreet and the efforts of the Façade Squad program are changing perceptions within our communities by investing in rehabilitation and revitalization of our downtown areas." He added, "The reward of a job well done reflects on the community as a whole, instilling civic pride and encouraging MainStreet economic development."

The Façade Squad is a new program to attract and inspire private property owners in a community to give a new face to their downtown streetscapes. Envisioned as a volunteer-driven effort, the Façade Squad involves local MainStreet programs, board and committee members, property and business owners, service organizations, municipal governments and staff. The program provides professional architectural and design assistance through the New Mexico MainStreet Program, the state's Economic Development Department and the Friends of New Mexico MainStreet.

For the Clovis event, buildings were prepped prior to painting by removing caulking, old paint and signage. The walls were then primed and painted by a crew of volunteers.

Joining New Mexico MainStreet in sponsoring the event were Clovis MainStreet, the City of Clovis, Friends of New Mexico MainStreet, Lowes of Clovis and ENMR Plateau. In the spirit of community unity, additional donations of food and drink were made by McDonalds, Taco Bell, Wienerschnitzel, Wal-Mart, Albertsons and Wells Fargo. Lifts and bucket trucks were provided by Curry County, Payless Rental and Clovis Sign.

Clovis Façade Squad event pictures available upon request.

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