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**Win \$25K in Cash & Prizes for a Main Street Makeover and Celebration of Small Business**  
*Great Rocky Mountain road trip and online contest bring attention to America's Main Streets*

**VIRGINIA BEACH, Va.** – Recovery, renewal, restoration — these are some of the words used to describe what's happening on Main Streets across America. They are the lifeblood of our communities, and whether a Main Street is making a comeback or never lost its staying power, it's time to recognize [America's Main Streets](#) through an online contest.

On February 27, the second annual America's Main Streets contest kicks off to help citizens reward a deserving Main Street with \$25,000 in cash and sponsor-related prizes. Main Streets play an important role in the long-term success of communities and help build a sense of place, so [Independent We Stand](#) invites the public to nominate and vote for their favorite Main Street. Main Street organizations can also nominate themselves.

"In our inaugural Independent We Stand '[America's Main Streets](#)' contest last year, we saw an outpouring of hometown pride from across the country," 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. Now we want to hear those stories! It's as simple as going online and telling us what makes your Main Street great or what could make it even better."

Here's how it works: Voting begins as soon as an area is nominated. Nominations begin Feb. 27 and run through April 23. All nominations and voting take place on [MainStreetContest.com](#).

In the spirit of the contest, the Independent We Stand team hits the road for "The Great Rocky Mountain Road Trip" starting April 24, visiting five iconic Main Streets in five states in five days. The team will stop in Denver, Colo.; Casper, Wyo.; Bozeman, Mont.; Idaho Falls, Idaho and Salt Lake City, Utah to promote the contest, as well as interview and engage with small businesses, their customers, Main Street groups and small business organizations. Follow their journey on [Facebook](#) and [Twitter](#).

**Important dates:**

- **February 27-April 23:** "America's Main Streets" nominations and quarterfinalist voting
- **April 24-28:** "The Great Rocky Mountain Road Trip"
- **May 1-28:** "America's Main Streets" semifinalist voting
- **June 5:** "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 Pittsburgh Paints \$500 shopping spree
- SnapRetail \$1,300 subscription package
- Public relations and social media recognition
- An Alignable small business social media “Neighborhood” on the site
- Special plaque for winner to proudly display

**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:**

- [Alignable](#)
- [Do it Best Corp.](#)
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**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.](#) Associate sponsors include [PPG Pittsburgh Paints](#) and [Do it Best Corp.](#) [www.IndependentWeStand.org](http://www.IndependentWeStand.org)

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