



SAINT JOHN REGION

**THE CHAMBER**

CHAMPIONS FOR BUSINESS

**FOR IMMEDIATE RELEASE**

## **The Chamber Partners With Westside Businesses and the City of Saint John to Launch Main Street Blossoms**

**July 24, 2014** – Saint John - The Saint John Region Chamber of Commerce (The Chamber) today announces a new initiative with west side businesses and the City of Saint John to launch a Main Street West beautification program, called ***Main Street Blossoms***.

“As a result of our recent partnership with our sister business organizations, we welcomed new members in our region to The Chamber, many of them from the west side. Much of the planning had been undertaken by the former Saint John West Business Association and its members, we are happy to be able to continue their work and help bring this initiative to a successful launch,” says David Duplisea, CEO of The Chamber.

Greg Norton, Saint John City Councillor adds, “It shows that as a region we are able collaborate and work together. The city, The Chamber and business have all come together to help advance a project that is good for everyone.”

### **About Main Street Blossoms**

The program is geared towards the business on Main Street West, from Simms corner to Catherwood Street in Saint John, New Brunswick. Included in the \$200 sponsorship package, businesses receive a “street-ready” flower pot delivered and placed in front of their business. Each contains signage indicating the sponsoring business. The city has agreed that as part of the sponsorship, the city will maintain and water the flowers for the duration of the season, and will remove the pots in the fall. Businesses also receive a poster and window decal indicating their participation in ***Main Street Blossoms***.

Melissa Russell from Simply for Life, who has a location on the west side and is part of the project says, “When we went door to door seeking sponsorships from local business, the response was extremely positive. We were able to meet our target of having 20 businesses participate. We hope to continue and expand the program next year.”

### **About The Saint John Region Chamber of Commerce**

The Saint John Region Chamber of Commerce (The Chamber) is a nationally accredited business organization dedicated to fostering an economic climate that enhances growth, prosperity, and an improved quality of life in the community. With more than 1,000 member businesses, representing the interests of 37,000 people, The Chamber is a dynamic advocate and the principal voice for the business community of Greater Saint John. It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.



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### Participating Businesses

Lancaster Florists, W& S Construction, Huestis Insurance, Donna Mazerolle and Associates, Cedar Hill-Greenwood Cemetery, Dorothy Sheppard - MLA, Greg Norton – Saint John Common Council, Bill Farren – Saint John Common Council, The Chamber, Deluxe, ARPC, TD Canada Trust, Rob Scott Insurance, Bulk Barn, Simply for Life, Kings Motel, The Rite Touch Convenience Inc., Moosehead Breweries, Childs Foods Limited, Scotiabank, Saint John Mayor Mel Norton

### Photo Caption



L to R

Greg Norton, Councillor, Saint John Common Council

David Duplisea, CEO - The Chamber

Bill Shannon, Vice Chair West Side - The Chamber Board and President & CEO W & S Contractors

Melissa Russell, Owner, Simply for Life - Westside

Donna Gray, Director- The Chamber Board and Executive Director Cedar Hill-Greenwood Cemetery

Photo credit: Katie Gribbons

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