

NEW YORK MAYORS JOIN NEW YORK NEWSPAPERS
IN
"\$25 ON THE 25TH" CAMPAIGN
Statewide Effort Will Support
"Main Streets" Across Empire State

New York-Aug. 18...The New York State Conference of Mayors and Municipal Officials today announced that it is joining with the New York Press Association and others in promoting a statewide citizen campaign called "\$25 on the 25th" to help support "Main Street" business across New York State this September 25th.

The growing campaign, which now involves the New York Press Association (NYPA); the New York State Conference of Mayors (NYCOM); the New York State Economic Development Council; the Manhattan Chamber of Commerce and others, will give New Yorkers a concrete way to support struggling local merchants. It will encourage New Yorkers to shop locally this September 25th, spending at least \$25 at a local store or stores. If successful, the "\$25 on the 25th" campaign will be repeated.

"Mark your calendars for September 25th," said NYCOM Executive Director Peter A. Baynes. "This will be a day to support and celebrate the Main Street businesses across New York that give our villages and cities so much of their charm and warmth. Mayors across New York are proud to be doing their part to make "\$25 on the 25th" a tremendous success.."

NYPA has created print advertisements for the campaign, which will run in community newspapers around the state. It also has designed banners and logos for store windows to encourage as many local businesses as possible to create special shopping incentives for the day.

"New York's independent businesses are the heart and soul of this state, and the New York newspaper industry is doing everything it can to stand behind our small businesses," said Michelle Rea, Executive Director of the New York Press Association (NYPA). "Twenty-five dollars may not seem like a lot to spend, but it can make a real difference for a Main Street merchant. Community newspapers across the state already are working with mayors, shopowners, and business associations about making September 25tha significant shopping day in New York State. So spread the word!"