



FOR IMMEDIATE RELEASE

Contact: Lisa Pellegrino-Spear, Executive Director
Clovis MainStreet
(575) 309-8370
clovismainstreet@gmail.com

November 17, 2021

Clovis MainStreet is a Quarterfinalist in *America's Main Streets Road to Recovery* Contest

Support Clovis MainStreet by [voting online](#) daily through Dec. 12

Clovis, N.M. — Independent We Stand, the national small business movement, announced Clovis MainStreet is one of 25 national quarterfinalists in the *America's Main Streets Road to Recovery* contest. Independent We Stand invites the public to vote online for their favorite Main Street now through Dec. 12. The contest winner will receive a grand prize of **\$25,000** to support economic recovery from the pandemic.

Clovis MainStreet can win this cash award with your help. Show your support for their dedication to revitalize historic downtown Clovis by voting now.

“We believe in supporting the local small business economy and saving the buildings that tell the story of our community's past,” Clovis MainStreet Executive Director Lisa Pellegrino-Spear said. “Our board is a team of passionate entrepreneurs, building owners & investors, local government & business partners, and compassionate community members who celebrate the future of Clovis. Together, we build on the successes of the past and encourage our community to see the value in shaping the heart of our downtown for tomorrow!”

Independent We Stand recognizes that Main Streets are the backbone of cities and towns. Main Streets play an important role in local economies and serve as community pillars, bringing people together.

To vote in the contest, visit MainStreetContest.com. Vote daily (up to 25 times per day) to support Clovis MainStreet.

Voting runs through December 12 and the winner will be announced on December 20, 2021. A celebration event is tentatively scheduled for February 2022.

###

About Clovis MainStreet

[Clovis MainStreet](#) is a 501c(3), non-profit organization working to revitalize the historic commercial core and recapture a “sense of place” in the heart of our community. Our mission is to make downtown Clovis a vital and unique place to live, work and play. Clovis MainStreet is made up of individuals and business owners who love Clovis and volunteer their time and resources to build a vibrant and dynamic downtown district. Visit us on [Facebook](#) to see all the exciting things happening in our downtown or contact Executive Director Lisa Pellegrino-Spear at (575) 309-8370 or clovismainstreet@gmail.com.

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.](#) STIHL products are sold through more than 10,000 authorized local STIHL Dealers from coast to coast – not big box stores. Associate sponsors include [North American Hardware and Paint Association](#), [Nationwide Marketing Group](#), [Do it Best Corp.](#) and [tmbr Flooring](#).

Presenting Contest 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 10,000+ authorized local STIHL Dealers nationwide.

Supporting Contest Sponsors:

- [Do it Best Corp.](#)
- [Nationwide Marketing Group](#)
- [North American Hardware and Paint Association](#)
- [tmbr Flooring](#)

**"Number one selling brand" is based on syndicated Irwin Broh Research as well as independent consumer research of 2009-2020 U.S. sales and market share data for the gasoline-powered handheld outdoor power equipment category combined sales to consumers and commercial landscapers.*
