



City of Yakima

# **News Release**

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**Subject: Yakima Avenue Nominated in National Contest**

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## **Yakima Avenue Nominated in National Contest**

Yakima Avenue in Downtown Yakima is one of more than 100 nominees seeking a \$25,000 grand prize in the nationwide "America's Main Street Contest."

Votes are being cast now through Sunday, April 22<sup>nd</sup>. Vote for Yakima Avenue/Downtown Yakima by clicking <https://www.mainstreetcontest.com/profile/148>. Votes can be cast once every 24 hours, per IP address.

"The nomination is a testament to the vision and hard work by so many on behalf of Yakima Avenue and Downtown Yakima," said Economic Development Manager Sean Hawkins. Improvements along Yakima Avenue's downtown corridor range from the Windows Alive! display to new construction and business growth.

After voting concludes on April 22<sup>nd</sup>, entries will be whittled to a field of semifinalists. Semi-final voting will take place from April 30<sup>th</sup> to May 27<sup>th</sup>, with the winner announced June 4<sup>th</sup>.

The winning "Main Street" will receive \$25,000 in cash and related prizes to help revitalize it. Those related prizes include a \$1,000 certificate for STIHL equipment, a \$500 shopping spree with Do it Best Corp., a plaque for display, and a \$500 shopping spree with PPG Paints.