



**FOR IMMEDIATE RELEASE**

Press Inquiries:  
Norton PRIDE Chair, Reva Benien  
785-871-7689  
rbenien@ruraltel.net

**State Street is Vying for \$25K Cash Prize in National Contest Recognizing America's Main Streets**

*Vote now to advance State Street to the next round*

**Norton, KS.**—On February 24, [Independent We Stand](#), a national small business movement, kicked-off its fifth annual [America's Main Streets](#) contest to help consumers, small business owners and Main Street organizations reward a deserving Main Street with \$25,000 in cash and sponsor-related prizes. State Street in Norton is among this year's nominees.

“Our Independent We Stand America's Main Streets contest gives small business owners the opportunity to share their Main Street stories nationwide”, says Independent We Stand co-founder Bill Brunelle. “But we know it takes a community to make that possible, so we're inviting consumers to help recognize their favorite indie businesses.”

*Our town of Norton Kansas like many others has a street at the heart of our downtown historic downtown business district, State Street. There is an abundance of traffic through our town; according a Kansas State Highway traffic study the daily north/south traffic averages 1,085 vehicles. The courthouse, city services, post office, and the active business district are found in this center of town. Our active economic development along with civic minded individuals in 2015 through a "First Impressions" project gave us a look at our Norton community in both positive and negative characteristics and from a visitor point of view. It was from the results of this study that we identified several needs to improve our State Street. In 2016 the Heaton Building, 9-year renovation project, was completed bringing one of our oldest historic buildings back to life and providing not only meeting spaces but 13 business spaces. The next major project consisted of a directional signage project along State Street to guide visitors to points of need and interest, completed by Norton Pride and partners in 2017. In 2018 business grants by Norton Economic Development allowed funds to update store fronts along this street. This past year the Norton Booster Club provided Blue & Yellow flags to line the street on game days to reflect Bluejay pride. Norton Pride and the beautification committee volunteers work tirelessly each year to maintain flowerpot containers with flowers and seasonal decor that adorn the sidewalks in this area. Over 139 volunteers provided 4,329 hrs in 2019 to this project alone. This main street contest money would allow us to complete one of our long range plans to update our street with lighting, secure benches, and provide trash receptacles to foster not only a more welcoming atmosphere but a more functioning and safe one as well. We encourage all our citizens and visitors to Norton to vote daily.*



The first round of voting in the contest began as soon as State Street was nominated and runs through April 19. All nominations and voting take place on [MainStreetContest.com](http://MainStreetContest.com).

**Important dates:**

- **Feb. 24 to April 19:** “America’s Main Streets” nominations and quarterfinalist voting
- **Mar. 16-20:** The Great American “West Coast Cruisin’” road trip
- **April 27 to May 24:** “America’s Main Streets” semifinalist voting
- **June 2:** “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
- Free One Day Downtown Assessment from Flip This Town
- Nationwide Marketing Group \$500 shopping spree
- PPG Paints \$500 shopping spree
- Public relations and social media recognition
- A special plaque for the winner to proudly display

For more information on State Street visit:

<https://www.discovernorton.com/>

or contact Reva Benien, Norton PRIDE Chair email: [rbenien@ruraltel.net](mailto:rbenien@ruraltel.net)

**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 9,000+ authorized local STIHL Dealers nationwide.

**Supporting Contest Sponsors:**

- [Do it Best Corp.](#)
- [Flip This Town](#)
- [Nationwide Marketing Group](#)
- [North American Retail Hardware Association](#)
- [Paint & Decorating Retailers Association](#)
- [PPG Paints](#)



### **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 9,000 authorized local STIHL Dealers from coast to coast – not big box stores. Associate sponsors include Nationwide Marketing Group, PPG and Do it Best Corp.

*\*\*"Number one selling brand" is based on syndicated Irwin Broh Research as well as independent consumer research of 2009-2019 U.S. sales and market share data for the gasoline-powered handheld outdoor power equipment category combined sales to consumers and commercial landscapers.*

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