



MAYOR GINA-LOUISE SCIARRA

City of Northampton

Office of the Mayor

210 Main Street Room 12

Northampton, MA 01060-3199

(413) 587-1249 Fax: (413) 587-1275

mayor@northamptonma.gov

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"Name That Campaign" Contest Invites Community Creativity to Support Main Street Businesses During Picture Main Street Construction

NORTHAMPTON – As Northampton prepares for the dynamic Picture Main Street construction project, set to commence in the fall of 2025, the city, in partnership with the Greater Northampton Chamber of Commerce (GNCC) and the Downtown Northampton Association (DNA), is keenly focused on the essential role of supporting our local Main Street businesses during this upcoming period of positive transformation. To foster community involvement and collaboration, we are thrilled to announce the "Name That Campaign" contest, inviting residents and businesses alike to submit creative and inspiring names for the campaign aimed at bolstering Main Street establishments throughout the construction process.

The "Name That Campaign" contest encourages community members to unleash their creativity and suggest a memorable and fitting name for the campaign dedicated to supporting Main Street businesses. Whether it's clever wordplay, a catchy phrase, an acronym, or a heartfelt sentiment, we want to tap into the creative pulse of our community to find the perfect name that captures the spirit of resilience and collaboration.

Here's how the contest works:

Submission Period: Beginning today, community members can submit their campaign name suggestions by completing the [submission form](#) by January 31, 2024.

Selection Process: The committee will carefully review all submissions to select the most fitting and compelling campaign name.

Winner: The selected campaign name will be announced in February and the individual behind the winning entry will be awarded a \$50 Northampton Gift Card as a token of appreciation.

The city, alongside GNCC and DNA, is convinced that community engagement is crucial for the success of this project. We believe that by participating in the naming process, residents will not only help shape our community's future narrative but also increase awareness of the importance of supporting downtown businesses during this period. This involvement fosters a personal connection with the campaign, laying a strong foundation for a thriving downtown Northampton in the years to come.

"We are excited to kick off the construction mitigation process by involving the community in this fun and engaging contest. The campaign name will serve as a rallying cry for our shared commitment to supporting Main Street businesses during the Picture Main Street construction project", shared Mayor Gina-Louise Sciarra. "We look forward to seeing the creativity and enthusiasm our community brings to this initiative."

For more information and to submit your suggestions, please visit <https://northamptonma.gov/2559/Construction-Mitigation> and complete the [submission form](#).