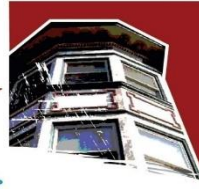


*Main Street*  
**WOODBURY**  
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FOR IMMEDIATE RELEASE

August 25, 2017

For more information contact the Main Street Office at 856.845.8655.

WOODBURY, NJ – Main Street Woodbury, Inc. announces its second round of Business Improvement Grants designed to provide direct assistance to downtown merchants for façade improvements, equipment upgrades, or business development initiatives.

“We have a unique mission here in Woodbury,” said Board of Trustees President Nick DellaRova, “and that is to push constantly for business success in the shopping district. This is just one way that Main Street Woodbury can help right now. We would love to do more, and I truly believe that with more volunteers to spread the work around, we would expand this program and other programs.”

The Program will allow qualifying merchants to submit application for up to \$2,000 in Grant funding, and as many as three (3) such grants will be available for this round. Preference will be given to projects that will make a clear impact on the business, said DellaRova, and “if it makes an impact, everyone will feel the impact. We believe that the success – or increased success – of just one business will help neighbor businesses, too.”

Qualifying businesses must be in continuous operation in Woodbury’s downtown district for at least two years. DellaRova said, “It’s too risky to fund start-ups at this point, so with this program we are focusing our efforts on helping those existing business that might need that little ‘push’ to grow their business and preserve their cash at the same time.”

Applications are be available at [www.mainstreetwoodbury.org](http://www.mainstreetwoodbury.org) and paper applications will be available on the same date at the Main Street Woodbury office at 36 S. Broad St., Woodbury NJ. Volunteers will also walk applications around to eligible businesses over the next several days.

*Main Street Woodbury is an all-volunteer, 501(c)(3) organization dedicated to promotion, advocacy, and growth initiatives for the downtown business district of the city of Woodbury.*