



## **PRESS RELEASE**

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**To:** All Media

**Date:** September 20, 2018

**From:** Lisa Pellegrino-Spear

**Subject:** Voices of MainStreet Videos

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### **Creativity Attracts Creatives!**

The third video - "Creative & Cultural Enterprises" - of the Voices of MainStreet New Mexico has been launched on the New Mexico MainStreet Facebook page.

<https://www.facebook.com/NMMainStreet/>

Creative enterprises and industries are growing local economies through partnerships and collaborations that cultivate local talent, build unique job skills, establish innovative workspaces, creating spaces for local entrepreneurs and existing businesses to grow.

"We are asset-based economic development organizations." Says Sandy Rasmussen, Treasurer of the New Mexico Coalition of MainStreet Communities and Executive Director of Corrales MainStreet. "Arts, culture and creativity are assets that are strongly interwoven into our districts and we believe that these businesses are the foundation for stronger economies in our communities."

#### ***We are the Voices of MainStreet New Mexico!***

The New Mexico Coalition of MainStreet Communities is a not-for-profit 501(c)(6) comprised of communities who work with New Mexico MainStreet and the New Mexico Economic Development Department to revitalize historic commercial districts through partnerships. We focus on building relationships that create opportunities in rural and urban downtowns. These videos tell the stories of people in our communities and represent the collective vision and efforts of these partnerships.

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#MainStreetNM #VoicesofMainStreet #EngageRebuildRevitalizeNMMS #NMCMS

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