



For Immediate Release

MEMBERSHIP CAMPAIGN LAUNCHED AS DANDRIDGE CELEBRATES IT'S 5TH YEAR AS A MAIN STREET COMMUNITY

Main Street Dandridge is launching its Membership Campaign in January 2011. Originally launched three years ago as a once a year Program, the new Membership Campaign offers individuals, businesses, and service clubs/organizations the opportunity to join any time of the year. Dandridge Community Trust, the non-profit organization which runs Main Street Dandridge, is kicking off the Campaign to coincide with the 5th year as a certified Main Street Community.

The Trust is a non-profit organization associated with the Tennessee Main Street Program, certified as a Main Street Community through the Tennessee Department of Economic & Community Development (ECD) and the National Trust for Historic Preservation.

Previous Membership Drives have brought members from the residential and business community to be a part of Main Street Dandridge. Membership provides the opportunity for more involvement and participation from the entire Dandridge and Jefferson County community on future goals. Such goals focus on downtown revitalization projects, specifically development of a streetscape plan and retail recruitment programs. "Revitalizing Downtown Dandridge is something that will not only benefit the Historic District, but the entire surrounding community," said Tina Murrow, new Executive Director of Main Street Dandridge. "Group efforts and community involvement are directly related to the success of these goals. A vibrant downtown can be a terrific economic engine to the entire county."

Murrow said that everyone is encouraged to become a member. All membership and donations to Main Street Dandridge are tax-deductible and may be processed securely online or by contacting their organization.

Annual membership ranges from \$10 annually for Youth/Student levels to Trailblazer partnerships available for \$500 and over. Benefits to over \$50 members include free subscription to *Preservation* magazine through the National Trust for Historic Preservation.

The Membership Campaign is just one of several activities the organization is working on. Upcoming volunteer opportunities include Main Street Dandridge's Farmers Market, the 4th Scots-Irish Festival September 24, 2011 and involvement in the streetscape plan focusing on "Green" improvements and additions to Historic Downtown Dandridge. "There are many exciting things happening in Dandridge and Main Street wants to the community to be a part of these activities," said Rick Farrar, Main Street Board Member and 2011 Membership Chairperson, "Participation from residents and businesses is key to vision and positive future of THEIR hometown."

Since becoming a Main Street Community, the Dandridge Community Trust has implemented a thriving weekly Farmers Market in cooperation with local farms and coops, brought national retail consultants to provide support and guidance to area merchants, and brought a new sense of commitment from residents and business owners to the revitalizations effort in the Historic District.

Anyone needing more information about Main Street Dandridge or its Membership Campaign can call 865-397-7420 ext. 17 or visit the Main Street Dandridge Website at www.mainstreetdandridge.com.