

Office of the Mayor

ROBERT G. ORTT

FOR IMMEDIATE RELEASE

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Painters Plus Home Decorating, Inc. & City Officials Team Up for 3rd Annual Project H.O.P.E.

NORTH TONAWANDA—North Tonawanda Mayor Robert G. Ortt announced that another City resident will experience an exterior paint makeover this summer.

Mayor Ortt and Jesse Gooch, proprietor of Painters Plus, announced that the 3rd Annual Project HOPE (“Helping Others Paint Exteriors”), a citywide contest for extensive sprucing up of a home will take place on the weekend of August 17th (rain date of August 24th).

For the third year in a row, Gooch will team up with Mayor Ortt and other city officials to assist with the project. In addition, members of the Chamber of Commerce of the Tonawandas and local businesses will be supporting the event.

“It has always been my passion to help people and to make a difference in my community” said Gooch, noting that a desire to prevent the onset of blight in North Tonawanda is at the heart of Project HOPE. “During these tough economic times, it has been a struggle for people to maintain or improve their homes. I have seen many homes in the area that have loose and peeling paint, dingy colors, and rotted siding.”

Last year, the initial Project HOPE was a huge success with helping out a local property owner who lives on Robinson Street, and the year before on Wheatfield Street.

“My question is, ‘Are these people neglecting their homes or do they want to improve their homes but don’t have the physical or financial means?’” Gooch said. “I believe that in many cases it’s not neglect. And that’s what drove me to start and continue with the Painters Plus Project.”

The winner of Project HOPE will have their home pressure washed, primed, and painted by the "PP Crew" and their volunteers. Gooch plans to select a person or family that is either disabled, elderly, suffering financial hardships, or a disabled veteran.

"I am excited to be a part of this project for the third year of its existence. This is a great project, and it brings the community together and helps people in the process" Mayor Ortt said. "I applaud Jesse and Painters Plus for giving back to North Tonawanda. We are happy to have a business like this in our city and I know they are happy to be here."

The paint for Project HOPE will be provided by Sherwin Williams, located on Meadow Drive in North Tonawanda.

Applications for Project HOPE may be submitted three ways:

1. Online at www.PaintersPlus.US, or
2. Mail a letter to Painters Plus at 800 Walck Road, North Tonawanda 14120, or
3. Pick up an application at the Chamber of Commerce on Webster Street

Applicants are asked to, in a short paragraph, introduce themselves, explain their particular hardship situation, and provide pictures of their house. They are also asked to provide their name, address, and a telephone number they can be reached at. Photos will not be returned.

*****Deadline for application submission will be Friday, July 20th.*****

Additional information is available at 716-693-PLUS(7587) or by email at jessegooch@yahoo.com

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