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Dover, New Hampshire

Sunday, June 18, 2006

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Sunday, June 18, 2006

## CORE to hold telethon for Main Street Program financing

By JOHN NOLAN  
Rochester Times  
[jnolan@fosters.com](mailto:jnolan@fosters.com)

ROCHESTER — Get ready for some summertime fun with the CORE/Main Street "Summer Fun" Telethon.

On Thursday, June 22, CORE will be holding a telethon at the Rochester Elks to gather pledges for the Main Street Program.

The event will be broadcast live on Metrocast Channel 12 from 5 to 9 p.m. and will be hosted by local celebrities Art Nickless and Marilyn Berry.

Entertainment will be provided by local dance groups and bands and there will be guest appearances by Sen. Dick Green, George Bald, Director of DRED, Mayor John Larochelle, city councilors and many more!

Callers with pledges of \$25 or more will be eligible to win prizes such as a three-night stay in New York City's Pan-American Hotel with free passes to over 40 top attractions such as the Empire State Building, Madame Tussaud's, the Bronx Zoo, the Museum of Modern Art and the United Nations.

Other prizes include Red Sox tickets, a round of golf at the Rochester Country Club, a mountain bike, a plane ride courtesy of pilot Kenn Ortmann, tickets to the Opera House, gift certificates to local stores and restaurants, a gas grill, and much besides.

Six telephone lines will be open on the evening, with numbers (yet to be determined) flashed on the Channel 12 screen. Donations can be made by credit card, or by pledge, which will be billed later.

CORE and the City of Rochester are in the process of filing an application to become the next



**Art Nickless and Marilyn Berry will host CORE's telethon on June 22. (John Nolan/Rochester Times photo)**

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**Main Street Community in the State of New Hampshire.**

According to CORE member Gerry Gilbert, Main Street, a highly successful national downtown revitalization program has, on average, realized a \$12.5 million (or eight percent) increase in downtown tax assessments and shown an average gain of 37 businesses and 171 jobs per Main Street community.

For every \$1 invested in community revitalization, nationally, there is a \$35.10 return on investment in Main Street communities.

As part of the application, Rochester must demonstrate broad-based financial support from the community, including the City, businesses and residents.

A city the size of Rochester needs to commit to \$100,000 annually for a three-year period to be considered for the program. Funds are used to support the local Main Street office, including the hiring of an Executive Director.

CORE has requested, and is hopeful of receiving, \$35,000 from the City Council to fulfill the City's portion of the commitment and has also obtained pledges from Frisbie Memorial Hospital and Waste Management, Inc., each in the amount of \$11,000 for a three-year period, as part of the business portion.

CORE believes the Telethon will be a vital part of fulfilling the balance of the commitment.

For more information on the Telethon or the Main Street Program, call the CORE office at 330-3208 or visit the CORE website at [www.core-nh.org](http://www.core-nh.org).



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