

FOR IMMEDIATE RELEASE

Classic Rock 107.9 and 93.3 myFM Announce "Paint it Forward: The \$5,000 Charity Paint Project" Sponsored by Touch Up Painters and Kingsmill Kitchens and Baths

Cobourg, October 23, 2023 — Classic Rock 107.9 and 93.3 myFM are thrilled to announce the return of "Paint it Forward: The \$5,000 Charity Paint Project." This heartwarming community initiative continues its mission to give back to the local non-profit organizations that make our community a better place. This year, the major sponsors of the project are Touch Up Painters and Kingsmill Kitchens and Baths.

"Paint it Forward" embodies the spirit of community, compassion, and collaboration by awarding one deserving local non-profit with a remarkable gift – a \$5,000 interior painting makeover. This transformation not only revitalizes the physical space of the chosen organization but also rejuvenates their sense of purpose and dedication.

"We are thrilled to partner with Touch Up Painters and Kingsmill Kitchens and Baths for this year's 'Paint it Forward' project," said Tommy West, Sales Manager at Classic Rock and myFM. "Their support underscores the commitment of local businesses to giving back and making a positive impact on the organizations that tirelessly serve our community."

Touch Up Painters, known for their exceptional painting services, will lend their expertise to provide a stunning interior makeover for the selected non-profit. Kingsmill Kitchens and Baths, a trusted supplier of high-quality paint products, will ensure that the project is equipped with the finest materials.

"We believe that giving back to the community is not just a responsibility; it's a privilege," said Mike Patterson, owner of Touch Up Painters. "'Paint it Forward' allows us to use our skills to make a real difference in the lives of those who work tirelessly to uplift our community. We are excited to be a part of this incredible project."

"Kingsmill Kitchens and Baths is honoured to be part of 'Paint it Forward,'" said Megan Hunt, Showroom Manager at Kingsmill Kitchens and Baths. "We believe that a fresh coat

of paint can transform more than just walls; it can transform lives and the spaces where important work takes place."

Nomination Period:

The nomination period for "Paint it Forward: The \$5,000 Charity Paint Project" will open on October 30 and close on November 30. Nominations must be submitted through GoNorthumberland.ca/paint-it-forward-the-5000-charity-paint-project/ and should include a short story about the nominated organization, detailing why they deserve this transformative project.

Announcement:

The winning organization will be announced during the first week of December, spreading warmth and hope during the holiday season.

As "Paint it Forward" demonstrates the power of collective goodwill, it also highlights the invaluable contributions of local non-profit organizations and the profound positive change that a simple act of kindness can bring to the community.

Classic Rock 107.9 and 93.3 myFM invite the community to join them in celebrating the spirit of giving back. To nominate a deserving organization or to learn more about "Paint it Forward: The \$5,000 Charity Paint Project," please visit GoNorthumberland.ca/paint-it-forward-the-5000-charity-paint-project/

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