

FOR IMMEDIATE RELEASE:
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CROWDFUNDING CAMPAIGN TO CLOSE THE DIGITAL DIVIDE IN ONE DORCHESTER NEIGHBORHOOD

*\$2,500 goal to win matching grant through Boston Main Street Foundation's
Matching Grant Program*

The Boston Main Streets Foundation and Bowdoin Geneva Main Street are working to help close digital divide affecting small business owners in the Bowdoin Geneva neighborhood. This campaign will support of local, immigrant owned businesses by providing them access to a wide-range of business metrics available through the Square register program while also allowing each business to accept more forms of payment.

“Younger people and newer residents are used to paying with credit or debit cards, and not cash, which hurts the small businesses who don't have this technology. This campaign will help small businesses be able to adapt the 21st century and stay in business,” said Anh Nguyen, Executive Director of Bowdoin Geneva Main Street.

“Staying up to date on the latest payment technologies is crucial for local businesses to compete economically and keep our Main Streets thriving,” said Joel Sklar, Chair of the Boston Main Streets Foundation. “We are excited to be co-investing in this project alongside the residents, business owners and other community stakeholders who care so deeply about the Bowdoin Geneva small business community.”

If the campaign reaches its crowdfunding goal of \$2,500 by February 15th, 2018, at midnight, the project will win a matching grant with funds from the Boston Main Streets Foundation. Learn more and donate at www.patronicity.com/bowdoingeneva.

The Boston Main Streets Foundation is committed to making Boston's neighborhood commercial districts thriving, vibrant centers of commerce and community through its support of the Boston Main Streets program. The Boston Main Streets Foundation seeks to develop long-term strategies to increase the economic power and resources of neighborhood commercial districts while pursuing initiatives that build knowledge and capacity for Main Streets programs and the businesses they serve. Boston Main Streets Foundation raises corporate, private, public, and foundation support and awareness, develops renewable income streams for local Boston Main Streets organizations and provide funding opportunities to each Boston Main Streets districts.