

# new london main street

a comprehensive downtown revitalization program

## **New London Main Street Receives Major Contribution from Suisman Shapiro Attorneys-at-Law to Support *CreateHereNowNewLondon* Initiative**

New London, CT – New London based Suisman Shapiro Attorneys-At-Law will assist with financial support for Main Street’s *CreateHereNow* initiative which will activate vacant storefronts in the downtown.

New London Main Street is dedicated to revitalizing New London's historic downtown and building community through activities and programs that enrich the cultural fabric, preserve and enhance historic streetscapes and support and expand the economic base of the city center. *CreateHereNow* is a program of the Connecticut Department of Economic and Community Development to fill vacant storefronts in 20 cities or towns across the state.

“Suisman Shapiro has always been a great friend to and investor in New London Main Street. Suisman Shapiro’s sponsorship shows how invested the entire community of residents, small and medium sized businesses, artists and aspiring entrepreneurs are in the vitality of New London. We are grateful for the support of Suisman Shapiro and everyone who will make this program a success,” said Annah Perch, Executive Director. *CreateHereNowNewLondon*, still in its planning phases, expects to fully launch in July and fill six vacant stores with viable creative small businesses including three live/work spaces in the downtown by year end.

Suisman Shapiro is the largest law firm in eastern Connecticut. For many years, the firm has been dedicated to giving back to eastern Connecticut through scholarships, fundraisers, sponsorships and donations. Additionally, the firm is a Regional Benefactor of the Chamber of Commerce of Eastern Connecticut which represents over 1,600 businesses from 42 towns spanning from Old Lyme to the Rhode Island and Massachusetts borders.

“Suisman Shapiro is pleased to support New London Main Street’s *CreateHereNow* initiative to stimulate storefronts and generate foot traffic throughout the city,” said Jack Collins, Managing Director of Suisman Shapiro Attorneys at Law. “The firm is committed to participate in activities that make a difference in the community, and is proud to play a major role in moving the organization’s goals forward,” he added. Collins is a past President of New London Main Street.

The City of New London, The Community Foundation of Eastern Connecticut, Charter Oak Federal Credit Union, Dime Bank and Holiday Inn have all invested generously in the program to date. New London Main Street is accepting investments in all its programming, including but not limited to *CreateHereNow*.