

PRESS RELEASE

CONTACT: Lynn O'Mara
NNDA
775.624.3963
lomara@nnda.org

FOR IMMEDIATE RELEASE

Northern Nevada Development Authority, Adams Hub of Northern Nevada, and Carson City Downtown Business Association Announce Promotion to Support Downtown Carson City Businesses

CARSON CITY, NV – August 27, 2020 – Northern Nevada Development Authority (NNDA), Adams Hub of Northern Nevada (Adams Hub), and Carson City Downtown Business Association (DBA) today announced a joint promotion program focused on downtown Carson City businesses.

The intent of the collaboration is to support the economic recovery of DBA members. Free face masks will be provided to the first sixteen (16) customers/clients who visit DBA member businesses from September 1-3, 2020. The intent is to let the public know these businesses are open and ready to provide their products and services.

The Adams Hub has donated the specially made face masks for the promotion. NNDA distributed the masks to DBA members and is helping to promote the event.

According to Steve Neighbors, a Trustee of the Hop & Mae Adams Foundation that owns and operates the Adams Hub, “Our joint business support program with NNDA aligns with the Foundation’s overall mission to leverage its resources to help the community address root issues for the sustainable benefit for its citizens. Collaborating with NNDA and DBA for this promotion allows our organizations to take a proactive approach in assisting Carson City’s downtown businesses as they recover from an unexpected and dramatic economic impact.”

Mike Riggs, DBA President and Owner of Monarch Direct, LLC, said, “In my role as DBA President, as a Carson City business owner, and serving on the NNDA Executive Board, I am aware of what our DBA members have to do for a successful recovery from this recession. The support and assistance from Adams Hub and NNDA are appreciated, and we are proud to partner with them for this promotion.”

Robert “Rob” Hooper, NNDA President and CEO, stated. “We are excited to collaborate with the Adams Hub and DBA to help Carson City businesses as they navigate economic recovery. Our ongoing business support partnership with the Adams Hub enhances our economic development activities in Carson City, the business core of Nevada’s Sierra Region.”

The free masks will be given out by DBA members during the promotion period or while supplies last.

(####)

NNDA-Adams Hub-DBA Press Release

August 27, 2020

Page Two

About NNDA: Northern Nevada Development Authority (NNDA.org) is a Nevada domestic nonprofit corporation, and the state-designated Regional Development Authority for the Sierra Region of Nevada: Carson City (state capital), Douglas County, Lyon County, Mineral County, and Storey County. The region is Nevada's third largest metropolitan area, includes south Lake Tahoe, and encompasses a diverse set of industry sectors such as manufacturing, agriculture, mining, health care, information technology, aerospace, logistics, aviation, tourism, and many others. Since 2010, NNDA has assisted more than 100 companies with relocation and expansion, and its economic development efforts have resulted in over \$2 billion total economic impact for the region.

About The Hop & Mae Adams Foundation: The Hop and Mae Adams Foundation (hopandmaeadamsfoundation.org) was founded in 2008 to help the community of Carson City by providing learning, career and cultural opportunities for youth through seniors, helping local charities be successful and improving the economy of our region. Mae is a charitable foundation which was the vision of Mae Adams, who wanted to ensure that her family's legacy included strong support for the Carson City community that had given them so much. The Foundation embraces Mae's convictions by providing tools to help people help themselves with the goal of assisting our wonderful community and focusing on the benefits of working together.

About DBA: The Carson City Downtown Business Association (downtowncarson.org) was established as a non-profit organization to benefit the businesses located within the designated downtown area. The association's mission is to introduce events downtown to promote visitors to the many and varied businesses in downtown Carson City. It is the vision of the Carson City Downtown Business Association to see the designated downtown corridor grow and prosper into a vibrant business district.