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MINNEAPOLIS SAINT PAUL 2008 HOST COMMITTEE AND MAYORS LAUNCH SPRUCE UP MSP CAMPAIGN

Metro-Wide Clean-Up Day Planned and “Spruced Up” Photo Contest Announced

MINNEAPOLIS SAINT PAUL, MINN. (July 28, 2008) – Local dignitaries are asking residents and businesses to paint, primp and plant flowers in preparation for the 45,000 visitors expected for the 2008 Republican National Convention as part of the Spruce Up MSP campaign.

The campaign was launched today at a press conference by Minneapolis Mayor R.T. Rybak, Saint Paul Deputy Mayor Ann Mulholland and Cynthia Leshner, President of the Minneapolis Saint Paul 2008 Host Committee. The group also unveiled a reward package that will be given to the Minnesotan who shows the most spruce up spirit through the “Spruced Up” photo contest, which will be featured on the Host Committee web site www.msp2008.com.

“This convention provides each and every Minnesotan with the unique opportunity to showcase to the nation and the world what we already know – that this is truly a wonderful place to live, work, vacation and raise a family,” said Minneapolis Mayor R.T. Rybak. “During the month of August we are asking all our residents to join this effort by putting a little extra sparkle in our homes and businesses as we welcome the convention visitors to our beautiful cities.”

Local residents are invited to participate in several events including Spruce Up Volunteer Day on Saturday, August 16 when the Mayors of Minneapolis, Saint Paul and Bloomington as well as thousands of

volunteers will participate in an area-wide effort to clean and polish windows, streets, parks and green spaces.

“The eyes of the nation and the world will soon be upon us and it is time for all of us to do our part to prepare to host this historic event,” said Saint Paul Mayor Chris Coleman. “This is a tremendous opportunity for our cities as well as our residents, who have the opportunity to not only spruce up our area but also to participate in several events that will be held in conjunction with the Convention.”

Individuals who choose to spruce up their homes and businesses will have an opportunity to submit a photo and win a Red Carpet Convention Package that includes a pair of tickets to three of the best parties during the Convention including the media party and the delegate welcome party. To participate in the “Spruced Up” photo contest, people should submit photos of their “spruced up” spaces to photos@msp2008.com. Photos will be judged by a representative from the Host Committee and the cities of Minneapolis, Saint Paul and Bloomington.

“Our months of planning for this historic event are about to come to an end as we enter the home stretch and put out the welcome mat,” said Cynthia Leshner, president of Minneapolis Saint Paul 2008 Host Committee. “We look forward to seeing how Minnesotans will demonstrate their spruce up spirit.”

Residents and business owners are invited to spruce up their spaces by doing the following:

Tips for homeowners:

- Display an American flag
- Hang red, white, and blue decorations
- Plant, primp, and trim the yard and garden (petunias and impatiens come in red, white, and blue)
- Put a fresh coat of paint on your fence and touch up any chipped areas on your house
- Sweep your sidewalks, decks and porches

Tips for businesses:

- Display the American flag

- Hang red, white, and blue decorations
- Wash your windows
- Plant flowers
- Paint areas that are chipped or faded
- Remove graffiti
- Sweep the sidewalk
- Pick up trash surrounding your building

Additional events planned during the month of August include:

- Airport clean up and signage campaign
- Cab Wash at the Metrodome, August 5, 10 a.m. – 4 p.m.
- Spruce Up MSP volunteer clean-up day, August 16, 8 a.m. – 1 p.m.
 - Metrodome parking lot (5th St. and 11th Ave.)
 - Saint Paul Conseco Upper Lot (Broadway Street and Kellogg Blvd.)
- GOParty Card Participants will be given welcome buttons and window decals
- Mall of America is planting flowers, landscaping, and repainting.

About The Minneapolis Saint Paul 2008 Host Committee

The Minneapolis Saint Paul 2008 Host Committee is a non-partisan, 501c3 nonprofit charged with promoting the commerce, image and prestige of Minneapolis, Saint Paul and the entire region in preparation for the 2008 Republican National Convention. The Host Committee is made up of community leaders who are committed to educating people and businesses to come to Minnesota to work, live, play, visit and invest. For more information, visit www.msp2008.com.

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