



**PRESS RELEASE
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**“COLOR CARE ACROSS AMERICA” CAMPAIGN COMES TO BURLINGTON
St. John’s Hall Among 51 U.S. Shelters
Getting Color Makeover**

Burlington, VT. On Wednesday, October 26th, Benjamin Moore Paints brings “Color Care Across America,” a paint color makeover program for shelters, to St. John’s Hall in Burlington. St. John’s Hall on Elmwood Avenue provides housing for 21 men and women who would otherwise be homeless. The building was developed by the Committee on Temporary Shelter (COTS) in the early 1990’s with assistance from Burlington’s Community & Economic Development Office (CEDO). The project has been a successful addition to its neighborhood in Burlington’s Old North End.

St. John’s Hall is among 51 facilities chosen by the United States Conference of Mayors (USCM) to undergo the chromatic transformation that a crew of Vermont volunteer painting contractors with paint from Vermont Paint Company will tackle.

Benjamin Moore has spearheaded this nationwide initiative together with the USCM and the Painting & Decorating Contractors of America (PDCA), and the goal is to give the color makeovers to a shelter in each state plus one in Washington, DC, all within a 50-day period. “Color Care Across America” kicked off September 21st in Everett, WA and will culminate in DC sometime in November just before Thanksgiving.

According to Benjamin Moore director Carl Minchew, the Color Care program was inspired in part by President Obama’s call to service and also by the growing ranks of homeless. “It reflects the importance of forging partnerships between private enterprise and public service to find solutions for the kinds of issues that government no longer can afford to cope with alone” and adding that “the aim of Benjamin Moore in launching ‘Color Care Across America’ is to bring attention to this situation while helping to improve the living environments for those who seek this basic human need of having a roof over their heads.”

Tom Cochran, CEO & executive director of the United States Conference of Mayors, said, “The nation’s mayors are the first to understand the hardships facing families today and have made reducing homelessness one of their top priorities. With the failure of the national economy to rebound and the dwindling resources on the ground, many people are out of work, homeless and must turn to these shelters for help. That’s why we are pleased to be a part of this Benjamin Moore program. Color is powerful! If it can brighten lives and uplift the spirits of our neediest citizens. We are all for it.”

Burlington Mayor Bob Kiss, “This effort will not only improve the appearance of the space, but will help build the sense of community at St. John’s Hall and maintain it as a great place to call home.”

In cooperation with the Burlington Mayor’s Office, CEDO worked with COTS to nominate St. John’s Hall for this project. St. John’s Hall and the other individual shelters that will undergo the color transformation were chosen through a competitive process that included a USCM review committee.

“We are incredibly grateful to Burlington Mayor Kiss’ office and to Benjamin Moore for this generous gift to COTS and the residents of St. John’s Hall,” said Rita Markley, Executive Director of COTS. “We could not do all that we do without the support of our community – individuals and businesses. St. John’s 20-foot ceilings make

painting this facility a real challenge – and it would be quite expensive. This donation makes it possible to complete a much-needed capital improvement on a key COTS building, without reducing resources to help families and individuals facing homelessness.”

With a promise to paint the interiors of shelters that are up to 10,000 square feet in size, Benjamin Moore is providing enough paint for bedrooms, common areas such as living rooms, dining rooms and recreation spaces, entries/foyers, hallways and stairwells. It estimates that more than 3000 gallons of paint will be put to use. At St. John’s Hall, painting of the high-ceilinged, 3000 square foot common area will take approximately 40 gallons.

The painting contractors will handle minor repair on walls, ceilings and trim to properly prepare the surfaces being painted. There’s a plan, as well, to leave behind a few extra gallons with brushes and rollers in case residents, staff or volunteers feel inspired to spruce up other areas of the building that remain in need of paint.

The Color Care program is also underway in Canada, where shelters in nine provinces are also getting color makeovers.

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The Committee on Temporary Shelter (COTS) is the largest service provider for the homeless and those at risk of becoming homeless in Vermont. The mission of COTS is to provide emergency shelter, services, and housing for those who are homeless or marginally housed. COTS operates 11 program sites in 10 locations in Burlington, including the only three family shelters in Chittenden County, two overnight shelters for single adults, a daytime drop-in center, and four facilities providing permanent and transitional housing for people moving out of shelter, the disabled, and the elderly. COTS offers support services at the Housing Resource Center which includes financial assistance to those at risk of losing their housing and through our Case Management program to households who are at risk of losing their housing as well as those who are currently homeless or who are transitioning out of homelessness and into stable, permanent housing.

St. John’s Hall has provided permanent housing for the formerly homeless since 1988.