The Urban Painter and Benjamin Moore join forces to launch Paint4Good to give back to Calgary charities

The program will provide $50,000 worth of free social distancing painting services

CALGARY, ALBERTA (April 28, 2020) -- The Urban Painter and Benjamin Moore today announced Paint4Good, an initiative to give back to the Calgary community with $50,000 worth of free painting services. Many charities, non-profit and community organizations have had to close their spaces during the COVID-19 pandemic. Paint4Good aims to brighten these empty spaces so they are refreshed and ready to inspire when people are able to return to them.

The program is based on applications from Calgary-based charities, religious spaces, non-profit organizations and community spaces that could use a new coat of paint in a space that can be accessed with social distancing measures in place. Ten recipients will be selected through an internal voting system to receive $5,000 worth of free painting services. Projects will be completed in the month of May and early June 2020 and follow strict social distancing guidelines.

"Our mission is to create colourful communities inside and out, and we wanted to find a way to give back to those who have given us so much," says Jon Bryant, Chief of Colour at The Urban Painter. "The Paint4Good initiative allows us to support our local community and keep our team working during this challenging time. We all have something unique to give. Adding a little colour is ours."

"Benjamin Moore is committed to the communities we serve," says David Reis, Area Sales Manager at Benjamin Moore. "We are proud to collaborate with The Urban Painter to bring some colour to the lives of community members in need."

How the program works

1. Visit www.paint4good.ca

2. Calgary-based charities, religious organizations, non-profits and community associations can apply via an online form

3. Tell us about the space and why the project needs to be done

4. The Paint4Good team will vote on submissions

5. Projects must comply with social distancing standards and be located in Calgary

6. Winners will be announced weekly

7. Projects to be completed in May and early June 2020

Eligible projects:

- ✓ Interior painting of empty spaces

- ✓ Exterior painting (weather permitting)

- ✓ Exterior play structures (weather permitting)

- ✓ Interior kitchen cabinetry

For more information about the Paint4Good initiative or to apply, visit www.paint4good.ca.

About The Urban Painter

The Urban Painter is a local family-run painting company serving clients through excellent painting, trusted customer service and quality craftsmanship. Since 2008, the company has offered professional interior and exterior residential and commercial painting services, creating more colourful spaces and brightening up Calgary, one project at a time. For more information, visit www.theurbanpainter.com.

About Benjamin Moore

Founded in 1883, Benjamin Moore is North America's favourite paint, colour and coatings brand. A leading manufacturer of premium quality residential and commercial coatings, Benjamin Moore maintains a relentless commitment to innovation and sustainable manufacturing practices. The portfolio spans the brand's flagship paint lines including Aura®, Regal® Select, CENTURY®, Ultra Spec®, Natura® and ben®. Benjamin Moore is renowned for its expansive colour portfolio, offering consumers and designers more than 3,500 colours. Benjamin Moore paints are available exclusively from its more than 5,000 locally owned and operated paint and decorating retailers. www.benjaminmoore.com/en-ca

For more information please contact: Jon Bryant | Paint4Good | 403.903.8339 | media@paint4good.ca