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**FOR IMMEDIATE RELEASE**

**CROSS COUNTY CHAMBER TO SPONSOR “PAINT THE TOWN”**  
Businesses encouraged to showcase “T-Bird spirit” Oct. 6 – 10

CHERRY VALLEY – Cross County businesses will once again have the chance to show their “Thunderbird spirit,” as part of the Cross County Chamber of Commerce’s annual “Paint the Town” week.

This year’s “Paint the Town,” will be held Monday, Oct. 6 thru Friday, Oct. 10. Local businesses are encouraged to decorate the interior or exterior of their buildings with “blue and silver” during the annual spirit week to show support of the Cross County Thunderbirds as they prepare to host the Rector Cougars as part of the school’s annual football homecoming festivities on Friday, Oct. 10.

“As always, the Chamber is excited to promote this annual show of support for the Cross County Thunderbirds,” said Aaron Stewart, executive director of the Chamber. “This county has a history of supporting its students in all of their endeavors whether it involves academics or other extracurricular activities.”

Prizes will be awarded to the top three businesses that are deemed the most creative with their “Paint the Town” week entries. Winners will be selected on Friday, Oct. 10 by a panel of judges consisting of local media representatives and other area personalities.

Businesses must register to participate in the festivities and to be eligible for prizes. To do so, simply visit the Cross County Chamber of Commerce at 1790 North Falls Blvd. in Wynne (Bill Thomas Building) or call the chamber at (870) 238-2601.