

PRESS RELEASE
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Benicia Named to Top 5 in Competition for Season 5 of The Small Business Revolution

Benicia, CA (January 14, 2020) — The City of Benicia learned early Tuesday that Benicia has been selected as one of the “Top 5 Towns” in the competition to be the featured town in season 5 of the hit Hulu series *The Small Business Revolution*, an original series by Deluxe, hosted by Amanda Brinkman and Ty Pennington.

Each season the Deluxe team invests \$500,000 to revitalize selected main street small businesses through makeover and marketing assistance while filming the process for the series.

According to Deluxe, thousands of towns are nominated each year. The list is narrowed to the top 20, then to the top 10. The Deluxe team makes site visits to the top 10 towns, assessing their needs and opportunities. They were in Benicia on December 4th and 5th visiting First Street businesses. After site visits, the team narrows the list to the top five for public voting, which will determine the winner.

Public voting opened on Tuesday, January 14th and continues for one week through Tuesday, January 21st online at www.SmallBusinessRevolution.org. Voters may vote one time per day, per device.

“I am excited for our town and the chance for so many viewers to see what we get to experience each day,” said Mario Giuliani, Economic Development Manager. *“Our small business owners have helped create a renaissance for us on First Street, now it is our turn to help them with a “Revolution”! I encourage everyone to vote every day for Benicia.”*

Benicia is the only California town in the running. Other towns in the top five are Fredonia, NY; Livingston, MT; Spearfish, SD; and The Dalles, OR.

The series is available for viewing online and on Hulu and Prime.

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