

Rutland, Vermont Gets Boost of Pride from Call for Uprising

FOR IMMEDIATE RELEASE

Rutland, VT (PRWEB) February 1, 2014 – Elsie Gilmore, a native of Rutland County, Vermont, has started a campaign called Rutland Uprising to engage citizens in the quest for a stronger, more attractive and more resilient City of Rutland.

After living for 10 years in Florida – a place she moved to in search of more opportunities – Gilmore found herself back in Rutland in 2013 with the hope that the economic situation had improved. Rutland, Vermont has been steadily losing population since the 1970's, and a lack of good jobs and affordable housing are partly to blame. While things were starting to look optimistic when she returned, there was still a persistent drug problem in the city, but a community task force called Project VISION had already begun tackling the issue.

Using her marketing expertise, Gilmore designed a campaign called Rutland Uprising to create and spread positive sentiment about the city. Through radio appearances, newspaper articles, a social media campaign, and a t-shirt campaign, Gilmore is slowly helping to shift residents' and outsiders' opinions of Rutland as a great place to live, work and recreate.

Gilmore will be donating a portion of the t-shirt proceeds to NeighborWorks of Western Vermont, an organization that pursues revitalization projects around Rutland. Her goal is to raise \$10,000 for the organization by March 31st. Rutland Uprising t-shirts will only be available during the months of February and March, and they entitle the owner to fun perks throughout the rest of the year. One of the first perks will be an invitation to an exclusive after-hours event at The Coffee Exchange Café located in downtown Rutland.

Gilmore hopes that her efforts in this campaign, coupled with the City of Rutland's own revitalization and improvement projects, will help attract a more diverse array of young professionals to live and work in Rutland. "I want to help make Rutland work for people like me," she said.

Rutland is located in central Vermont just west of Killington Ski Resort, the largest ski area in the Eastern United States. A recreation mecca, Rutland County offers year-round opportunities to get outdoors. The county is served by an airport and several rail stations, giving visitors several options to get there.

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