North Shore Community Turns Out to Celebrate Local Company's Debut on National TV

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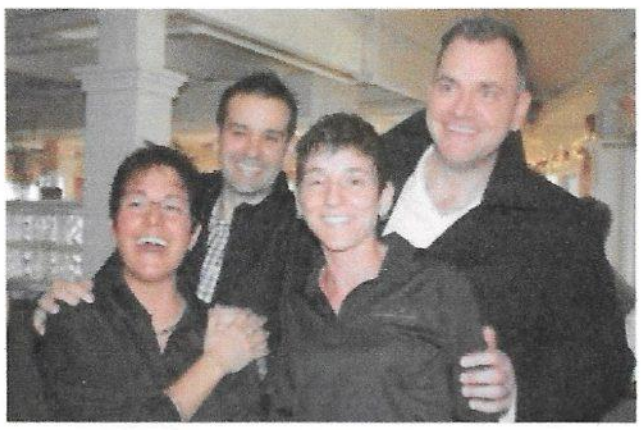
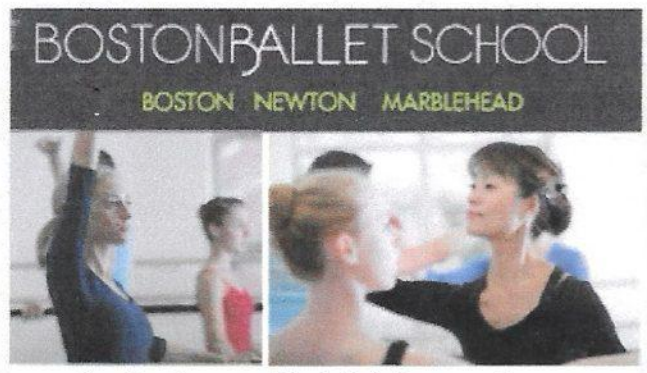


Brooke and Tracey with Flipping Boston hosts

BLC Painting appeared in three recent episodes of A&E's "Flipping Boston," shot in Salem, Lynn and Danvers, MA

March 12, 2013 (Salem, MA) – On Saturday, March 2, the lower lounge of Finz's Seafood & Grill in Salem was packed with clients, colleagues, friends and family of Brooke Cambridge and her company BLC Painting to celebrate BLC's appearances on the nationwide A&E Network's "Flipping Boston" program. The company, owned by the 32-year-old Salem resident, was included in episodes shot at a house in Salem, a condo in Lynn and a pizzeria in Danvers that aired February 23, March 2 and March 9. The party space and tasty food platters were provided courtesy of Finz owner George Carey, with additional food and raffle prizes donated by other North Shore businesses. As part of the event, BLC collected donation items for the Northeast Animal Shelter in honor of the company's mascot, yellow lab Toby who is a favorite among the "Flipping Boston" crew and BLC clients. For Cambridge, the event represented the true spirit of the North Shore business community.

"I am absolutely blown away by the incredible amount of support and attendance at our event," said Cambridge. "I cannot stress enough how grateful I am for it all, as well as for this experience and the growth it has shown my business!" She







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noted that Carey contacted her after the party to tell her, " It was a great group and they did you proud. I am glad that you asked us and your effort also helped Salem very much." Photos from the party as well as the episode shoots can be seen on Facebook; please also see attached.

Raffle items were donated by Adidas; the Art of Healing Chiropractors; Cakes for Occasions; Conscious Fitness; lmk interiors, ltd; Pete's-a-Place Pizzeria; Salon 44; and Your Car Coach. Cambridge felt she paid their good karma forward when she dropped off a trunk-full of guests' donated supplies at the animal shelter the following week, since giving back to the community is an important part of doing business for the young entrepreneur.

Getting picked for "Flipping Boston" has opened doors for Cambridge and her small business. To be a woman painter in a male-dominated industry and to be seen nationally reflects highly on the New England native. "After over seven years in business during a challenging economy, this type of exposure is enormous for BLC Painting. It also spotlights a beautiful region of Massachusetts that I am proud to call home," says Cambridge, who has been a professional interior and exterior painter for 15 years. She knows being a female painter in a mainly male industry is partly why "Flipping Boston" chose her.

"When scouting for painters in the Greater Salem area, we kept hearing BLC Painting's name," said program co-host and North Shore resident Peter Souhleris. "We needed someone who could work fast without sacrificing quality, and Brooke's team has exceeded our expectations."

News of Cambridge's involvement in the network show led to an invitation by Salem Mayor Kim Driscoll to meet in February and discuss running a woman-owned business in the North Shore. Cambridge valued the Mayor's interest. That same month, BLC Painting was proud to receive certification from the MA Supplier Diversity Office as a Women's Business Enterprise.

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