



News Release

FOR IMMEDIATE RELEASE

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Blain's Farm & Fleet Celebrates New Location for Monroe Community

Monroe, WI (April XX, 2021): Blain's Farm & Fleet is thrilled to announce that their new Monroe store, located at 405 W. 8th St., Monroe, WI 53566, is now open. In celebration, Blain's Farm & Fleet will be hosting a Grand Opening Weekend April 30th-May 2nd, inviting the Monroe community to join in the celebration with special deals, touchless sweepstakes, and family-friendly activities.

"We are pleased to be an essential part of the Monroe community for more than 50 years, and with that, open a brand-new store for our neighbors to enjoy," said Jane Blain Gilbertson, CEO, Owner, and President of Blain's Farm & Fleet. "The new Monroe store is part of our way to continue our commitment to this community that has supported us through the years. We are proud of the new spacious Monroe store and can't wait to celebrate with our friends and neighbors at the Grand Opening."

Blain's Farm & Fleet is hosting a socially distanced three-day grand opening event starting on Friday, April 30 through Sunday, May 2, with fun activities for all.

- The Renowned Horseman, Ray Ainsworth, who is referred to as "The Man Who Listens to Horses" will perform on Friday and Saturday at 9 a.m., 1 p.m., and 4 p.m. and Sunday at 9 a.m. and 1 p.m.
- On Saturday, between 9 a.m. and 6 p.m., customers will be greeted by the Green County Dairy Queens, who will give away cartons of regular and chocolate milk provided by the Green County Ag Chest.
- Blain's Farm & Fleet is giving away a \$3,000 shopping spree, as well as many other prizes in a touchless sweepstakes. Customers can enter all weekend long and should visit www.farmandfleet.com/Monroe for more details.

Hundreds of employees throughout the company rolled up their sleeves to help move merchandise from the old location to the new in preparation for the big day. The old store closed at 2:00 PM on Sunday April 18th and the new store was open for business at 8:00 AM on the 19th. "It was an amazing effort from everyone in the company including Jane Blain Gilbertson, many Chief Officers, Accountants, Merchandisers, Store Operations, Engineers, and everyone in-between. It is so great how everyone

came together and worked hard to make this beautiful store ready for our neighbors in Monroe," said Miranda Becker, Public Relations and Events Lead of Blain's Farm & Fleet.

The new Blain's Farm & Fleet store will provide a larger location at 75,853 total square feet and more than double the parking spots. With over 20,000 additional square feet, Blain's Farm & Fleet will add a best-in-class covered Drive-Thru and an updated state-of-the-art automotive service center. Customers will also enjoy wider aisles, expanded products and brands, as well as energy-efficient LED lighting for both the interior and exterior.

The Monroe Blain's Farm & Fleet carries top-rated brands, including:

- Clothing: Carhartt, Dickies, Under Armour, Columbia, Levi's, Lee
- Footwear: Skechers, Puma, Keen, Asics, New Balance, CAT, Crocs
- Tools & Hardware: DeWalt, Milwaukee, Stanley, Craftsman
- Paint & Supplies: Benjamin Moore, Valspar, MinWax, Rustoleum, Graco, Purdy
- Automotive: Pennzoil, Valvoline, Mobil 1, Mystik, Fram, Prestone, Sea Foam, Meguiar's
- Tire & Auto Repair Service: Michelin, Goodyear, Cooper
- Sporting Goods: Realtree, Scent Blocker, Yeti, Coleman, Rapala, Plano
- Home & Housewares: KitchenAid, Cuisinart, Keurig, T-Fal, Lodge, Dyson, Tide, Bounty
- Pet Department: Purina, Blue Buffalo, Hill's Science Diet, Iams, Canidae, Taste of the Wild, Kong, Greenies
- Agriculture: King Kutter, Nutrena, Behrens, Guardian, Manna Pro, Ware, Weaver Leather
- Lawn & Garden: Scotts, Miracle-Gro, RoundUp, Fiskars, Weber, Char-Broil
- Outdoor Power Equipment: Troy-Bilt, Cub Cadet, Briggs & Stratton

With customer and associate safety as a top priority at Blain's Farm & Fleet, the Grand Opening event will comply with state mandates for COVID-19. The event will practice safe social distancing, require masks to be worn at all times, and follow proper cleaning and sanitizing protocols. Blain's Farm & Fleet is grateful, amidst the pandemic, to offer customers a safe shopping experience while celebrating the community.

"We are thrilled to offer our customers an amazing new location to visit, and we cannot wait to celebrate," says Dan Lawrence, Store Manager of Blain's Farm & Fleet - Monroe. "We are proud to continue providing essential products and services to meet the needs of the local community in a new, modernized store."

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Founded in 1955, Blain's Farm & Fleet is a specialty retailer with 43 locations throughout Illinois, Iowa, Wisconsin, and Michigan. This Modern General Store remains steadfast in its commitment to offering customers high quality products, competitive prices, and reliable service. Visit www.farmandfleet.com or download the Blain's Farm & Fleet mobile app.