



J. P. Mascaro & Sons

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PRESS RELEASE

TO: ALL NEWS MEDIA

CONTACT: FRANK SAU, DIRECTOR OF COMMUNICATIONS

PHONE: 267-933-6022

DATE: MAY 14, 2014

SUBJECT: **MASCARO BREAKS GROUND ON BOROUGH'S NEW SUPERMARKET**

The Borough of Birdsboro is one step closer to having a new, modern supermarket for its residents, who have been without one for several years.

A Groundbreaking Ceremony was held on Friday, May 9, 2014 for the Shops at St. Mark's Square, which will be anchored by a 27,500 square foot Boyer's Supermarket and which will contain an additional 10,000 square feet of leasable retail space.

Attending the Groundbreaking Ceremony with shovels in hand were Borough elected officials and representatives, Boyer's Food Market, and M. B. Investments, the J. P. Mascaro & Sons entity that spearheaded and is developing this much-needed project.

With a target opening date of the end of 2014, the Birdsboro Boyer's Supermarket will be the locally-owned company's fourth in the Berks County region. The new supermarket and other retail space are being constructed at West First Street and South Furnace Street in Birdsboro on five acres of land that Mascaro purchased from the St. Mark's Lutheran Church in January 2014.

Speaking to the supermarket project, Company President, Pat Mascaro, said, “Making this new supermarket a reality was truly a cooperative effort among the Borough’s elected officials, Boyer’s representatives and Mascaro representatives. We all understand that this project is good for the Birdsboro community and its residents, and last Friday’s groundbreaking begins the construction phase of the project.”

When completed, the Boyer’s Supermarket at St. Mark’s Square will result in about 85 new jobs for local area residents, and for the first time in years Birdsboro will have its own local supermarket.