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Portland's Time & Temp sign to feature Malone Commercial Brokers fundraising campaign #MCB4ME starting May 2

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Portland, ME Malone Commercial Brokers (MCB) will be taking over the iconic “Call Joe” Time and Temperature sign from May 2nd through May 4th. Watch for the acronym “MCB 4ME” decorating the city skyline.

This abbreviation MCB 4ME, short for “Malone Commercial Brokers for Maine,” is a fundraising effort to support Maine students.

According to Molly McGuire, operations manager/designated broker at Malone Commercial, “The idea came about at the 100+ Women Who Care annual fundraiser auction, when I won the bid for three days on the Time and Temp sign, I thought it would be a great opportunity for MCB to expand even further on MEREDA’s Strikes for Scholars Campaign.”

Malone Commercial Brokers (MCB) is asking locals who see the MCB 4ME message on the sign from May 2-4, 2022 to snap a photo of it and post it on their social media accounts with the hashtag #MCB4ME. For each tag and share, MCB will donate to the ACE Mentor Program of Maine and AGC Maine Education Foundation. "We encourage people to have fun with these posts. We'd love to see selfies, puppy pix and sunsets with the MCB 4ME sign," said Susie Pollard, marketing specialist at MCB. The top shares and posts with the hashtag #MCB4ME will be featured on MCB social media and website.

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