



# TOWN OF VERNON

## Office of the Mayor

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**Michael J. Purcaro**  
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### FOR IMMEDIATE RELEASE

September 4, 2020

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## VERNON MAYOR DANIEL A. CHAMPAGNE WELCOMES 'GET FRESH LAUNDROMAT' TO ROCKVILLE

**Long-time Vernon business owners join with Rockville Retail Shopping Center to open new business in heart of downtown Vernon**

**(VERNON, CT)** – Mayor Daniel A. Champagne joined Bruce Kloter and Jessica Mattson Tuesday, Sept. 1, 2020, to celebrate the opening of the Get Fresh Laundromat in the heart of Rockville.

Kloter and Mattson, who bring decades of experience from their family business, Swiss Cleaners, joined with Patriot Holdings, the owners of the Rockville Retail Shopping Center, to open Get Fresh Laundromat on July 1, 2020.

“We are delighted to welcome Get Fresh Laundromat to Vernon,” Mayor Champagne said. “It is great to see the owners of a long-established and well-known family business join with Patriot Holdings to open a new business that is meeting a need in our community and helping to move downtown Vernon forward.”



Vernon Mayor Daniel A. Champagne, right, presents Get Fresh Laundromat owners Jessica Mattson, left, and Bruce Kloter with a proclamation from the mayor and town council celebrating the opening of their business.

Mayor Champagne presented Kloter and Mattson with a proclamation from the mayor and town council celebrating the opening and cut a ceremonial ribbon to mark the event. The Mayor was joined by state Rep. Timothy Ackert, R-Coventry, Town Administrator Michael J. Purcaro, Drew Crandall and Rene Lambert of the Rockville Downtown Association, and other community members.

Get Fresh Laundromat represents a significant investment in Vernon. The laundromat features six sizes of washers, with capacities ranging from 20 to 80 pounds, and three sizes of dryers, with capacities ranging from 35 to 75 pounds. The powerful washing machines extract a lot of water from laundry, shortening drying time, Mattson said.

The machines are also coinless. Customers can use cash or a credit or debit card to buy a Laundry Card to operate the machines. As part of its grand opening celebration, Get Fresh Laundromat is offering free detergent and free drying to customers through September 28, 2020. And for every \$5 loaded onto a Laundry Card, customers can enter a raffle for five prizes, including a \$250 laundry card.



Vernon Mayor Daniel A. Champagne cuts a ceremonial ribbon at Get Fresh Laundromat, a new business in downtown Rockville, on Tuesday, Sept. 1, 2020. Picture, left to right, are Rene Lambert, co-chair of the Rockville Downtown Association, state Rep. Timothy Ackert, R-Coventry, Ashleigh Johnson, Get Fresh Laundromat employee, Bruce Kloter, co-owner, Mayor Champagne, Jessica Mattson, co-owner, Diane Cyr, co-owner and property manager of the Rockville Retail Shopping Center and Vernon Town Administrator Michael J. Purcaro.

“We’re excited to be here to serve the community,” Kloter said, adding the reception from the Rockville community has been strong.

Mattson said she has been struck by the positive response and has enjoyed meeting customers. “I’m really excited to meet the people who come in, to meet our neighbors,” she said.

Get Fresh Laundromat is at 40 West Main St., Vernon, and is open daily 7 a.m. to 9 p.m. For more information, please visit [www.getfreshlaundromat.com](http://www.getfreshlaundromat.com).

### **About the Town of Vernon**

The Town of Vernon is a celebrated place to live, work and visit. From its beautiful parks and lakes, to its vast trails and historic homes and buildings, Vernon is a resilient and thriving community that promotes the health and well-being of its residents and values the natural environment. With a resident population of approximately 30,000 and occupying 18.03 square miles, Vernon combines a balanced appreciation of history, and a strong economic base for growth, both residential and commercial. Located 15 minutes east of the Connecticut capital of Hartford, and 25 miles from the City of Springfield, Massachusetts, the Town of Vernon is strategically located in “New England’s Knowledge Corridor” with close proximity to some of the top colleges and universities in the country.

Recently designated as a certified Sustainable Community, the Town of Vernon offers a wide range of benefits and services to its residents. The Town of Vernon is a full-service municipality that practices a management philosophy of continuous quality improvement. To learn more about the Town of Vernon, please call (860) 870-3670 or visit [www.vernon-ct.gov](http://www.vernon-ct.gov).

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