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Regional Partnership Working to Promote Small and Local Businesses During Crucial Time

PEORIA— Shoppers and businesses are invited to participate in a simple campaign aimed at promoting shopping local to support area businesses in the Greater Peoria region. **Shop Local Saturdays** encourages shoppers to support local businesses through focused spending at local establishments and by celebrating these businesses on social media. Beginning with Small Business Saturday on November 28 and ending on December 26, there are **five Saturdays to make a big difference in our community**.

What Shoppers Can Do:

- **Spend locally!** There is no better way to keep the businesses we have here than by keeping your dollars local.
- Post on social media about the retailers you supported. Use hashtag **#ShopLocal365** and **#ShopLocalSaturday**. Follow the hashtags to connect with more local businesses.

What Businesses Can do:

- Post on social media any kind of promotion/sale/online shop you want to be shared. Use hashtag **#ShopLocal365** and **#ShopLocalSaturday** and tag **@ShopLocal365**.
- Support your fellow local businesses!

"Supporting our community is a noble cause. So, this holiday season, in particular, we urge you to keep our small businesses in mind as you do your shopping and preparations for your holiday celebration," said J.D. Dalfonso, President/CEO of the Peoria Area Convention and Visitors Bureau. "Shop Local 365 is a collective mantra throughout the year, but the holiday season is perhaps the most important time for doing just that. We hope you explore and discover the great locally-owned shops and restaurants throughout the entire central Illinois region because, after such a difficult year, your purchase may just be the seasonal miracle those shops need."

"We will be celebrating the spirit of Havana and small business on Small Business Saturday and each Saturday until Christmas because the holiday season makes a huge impact on our local retailers, as well as our restaurants," said April Burgett, Havana Area Chamber of Commerce President. "We welcome you to shop local and explore Historic Havana Illinois."

The **Shop Local 365** campaign is a regional partnership among several teams throughout the five-county region of Greater Peoria. The campaign is dedicated to educating the public on the importance and impact of shopping local 365 days a year. More details and information are available at www.shoplocal365.co.