



Representing Business. Celebrating Business People. Since 1905

FOR IMMEDIATE RELEASE

Shop Local Prince Edward County!

Shop Local is a program run by the Government of Canada through provincial and territorial chambers of commerce and boards of trade to support businesses and to encourage Canadians to shop local.

Prince Edward County – November 10, 2021- The Prince Edward County Chamber of Commerce (PEC Chamber) was successful in their application to the Shop Local Program in late October and are pleased to announce they will support businesses with \$68,900 in funding to promote consumer confidence and local businesses!

“Small businesses are the cornerstone of our local economy and key to thriving communities—creating jobs, driving innovation, and generating opportunities for our residents and youth. Local businesses have always been there for us and need our support now more than ever,” said Lesley Lavender, Executive Director of the PEC Chamber. “As we work to get through this pandemic, we all have a role to play, and the PEC Chamber continues to support small business owners and entrepreneurs across the County.”

The funding provided will allow The Prince Edward County Chamber of Commerce to support a range of activities that encourage consumers to shop locally in a way that is safe and aligns with current public health guidelines. The chamber is calling on interested member businesses to be featured in the promotions through digital, radio and print media aimed to promote consumer awareness and demonstrate benefits to the broader community. Using:

- shop-local branding and digital content
- marketing materials such as videos, social media visuals, and radio and print ads that encourage consumers to buy from local businesses and to be a patron at local restaurants and attractions.

“Together, with the help of our partners, we can make a difference for local businesses and our residents and help move the County’s recovery forward. One of the features of our campaign will be driving traffic to shopcounty.ca, which will list all chamber members using a highly effective search filter that will narrow a visitors search down to town, category and key word search,” says Lavender.

Economic recoveries begin when the open signs reappear on main Streets across the country. Today’s announcement will help all businesses welcome people back in a safe way and allow them to shop local this fall, winter, and upcoming holiday season. The PEC Chamber has been proud to partner with the Ontario chamber network on several business support initiatives over the last year. Shop County is an important initiative to supplement the PEC Chamber’s ongoing and comprehensive support for small and local businesses through programs such as the new Work Local Hiring Program, the Covid Rapid Antigen Screening Kit Program, specialized workshop learning sessions and government advocacy so they can get through this pandemic to the recovery and growth that will follow in the months and years to come.

Support the Shop County campaign by visiting: ShopCounty.ca

The Prince Edward County Chamber of Commerce is a member-based organization. Our focus is to channel the collective strength of the business community to improve the economy.

For further information contact:

Lesley Lavender
Executive Director,
Prince Edward County Chamber of Commerce
lesley@pecchamber.com
www.pecchamber.com