

**City of Charlottesville
Office of Communications**

City Hall

P.O. Box 911 – Charlottesville, VA 22902

Telephone 434.970.3129

Facsimile 434.970.3890

www.charlottesville.org



TO: Local Media
Contact: Chris Engel
(434) 970-3111

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New Local Shopping Campaign Gets New Website and Proclamation
Shop Charlottesville Campaign Encourages Local Purchases

CHARLOTTESVILLE, VIRGINIA – The City of Charlottesville, in collaboration with local business leaders, announced in December the initial launch of a citywide Shop Charlottesville campaign in an effort to encourage the community to support area businesses by shopping locally during the holiday season and into the New Year. Now the effort has a brand new website, www.shopcharlottesville.org debuted this month and has a lot to offer local shoppers hoping to find good deals while they keep their purchases helping the local economy. On the site you will find a search guide for local shops and products, a download option for business coupons, and a way to enter a monthly drawing for great prizes. This Monday City Council will honor the program with a proclamation as it goes into a more aggressive marketing and public education campaign, just in time for spring. New recycled and reusable Shop Charlottesville shopping bags will also be distributed across the City to encourage a focus on local shopping, both in shops and on the internet as local businesses enhance their web portals and transaction options.

“It is now more important than ever that we invest our dollars in the local community, and one of the best ways that we can do this is by supporting City businesses,” said Charlottesville Mayor Dave Norris. “By buying from local businesses, we help create a healthier economy and ensure the high level of services that our residents have come to expect from the City.”

Why shop local? Here are seven great reasons:

Seven Reasons to Shop Charlottesville

1. It keeps dollars in our economy

The dollars you spend in Charlottesville also help to support Charlottesville businesses that, in turn, employ people who then spend their wages in our community. This creates a strong ripple effect that sustains our economy.

2. It creates local jobs

Local businesses create jobs for our neighbors. A variety of job opportunities are an important component of a healthy community.

3. It helps fund local government

1% of all taxable sales go directly to the City budget accounting for over \$10 million annually or 8% of the total operating budget. Also, spending in Charlottesville instead of online ensures that your sales taxes are reinvested where they belong—right here in your community!

4. It supports area non-profits

Area businesses support the many local non-profits that make our community better.

5. It helps the environment

Buying locally conserves energy and resources in the form of less fuel for transportation, less packaging, and products that you know are reliable, because our neighbors stand behind them.

6. It invests in entrepreneurship

Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business helps ensure a strong community.

7. It makes us a destination

The more interesting and unique we are as a community, the more we attract tourists, shoppers and others who want to Shop Charlottesville. This benefits everyone!

The *Shop Charlottesville* campaign is one economic development initiative that the City will undertake over the next several months in an attempt to help strengthen the local economy. The effort will extend into the rest of the year with a series of advertisements and media outreach beyond this website launch. The goal will be to educate the public about the economic impact of shopping locally and to expand the market for City businesses by making citizens aware of the local products and services that are currently available.

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