

The benefits of shopping locally

Preparing for the holiday season is often associated with gift lists, bargain hunting and potentially crowded or stressful shopping experiences searching for the perfect gift.

This year, try exploring your local businesses for unique items and make local purchases to help support neighbourhood businesses during a season that sees a lot of consumer dollars crossing the border or disappearing on-line with retailers around the world.

"Shopping off-the-beaten path in one of your neighbourhood stores can be a much calmer experience during the holiday shopping season," said François Ramsay, Senior Vice-President, Corporate Affairs for Yellow Pages Group, a digital media and marketing solutions company. "Additionally, every purchase you make at a local business has a direct impact on the surrounding neighbourhood and the local economy, strengthening it and helping create sustainability and growth in our communities."

Among the positive impacts of lo-

cal shopping are:

- **Job Creation:** Small businesses are the largest group of employers in the country

- **Local Impact:** Dollars spent within the neighbourhood directly benefit the local economy and tend to be re-invested within the community.

- **Neighbourhood Prosperity:** The presence and success of small businesses play key roles in giving communities their identities and

also influence neighbourhood desirability and growth.

- **Customer Service:** Independent retailers often personalized service, making shopping a less stressful and more meaningful experience.

Holiday sales typically make up a considerable amount of retailers' annual sales. So help support your favourite local store or service this holiday season by supplementing or completing your holiday gift list purchases locally.

—www.newscanada.com



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