



THE INDEPENDENT
& FREE PRESS



SHOP LOCAL

SHOP SMART...

SHOP HALTON HILLS

When asked to name our favorite restaurant, cafe, or shop, we almost always cite a unique local business (look at the results in our Readers' Choice as proof - www.theIFP.ca). We embrace the idea of distinctive businesses with local character, but often forget their survival depends on our patronage. It is easy for us to get so consumed by efficiency that we forget how much of our lives we spend eating out, shopping, and doing other business. We owe it to ourselves to consider the quality of our experience, and ask if we benefit when we choose a



community-based business. Local owners with much of their life savings invested in their businesses have a natural interest in the long-term health of the community. Community-based businesses are essential to charitable

endeavors, frequently serving on local boards, and supporting a variety of causes. Yes, there are some corporate chains that give back to towns in which they do business, but anyone who raises funds for local non-profits will tell you that independents are their base of support.

So... support your neighbors... support our community, shop smart... shop our local stores!

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