



# #SmallBusinessEveryDay

Presented by and



## Take the Small Business Every Day challenge

Nine in ten Canadians say they see small businesses in their community suffering due to COVID-19. Nearly half know a business that has permanently closed. That's why we launched the #SmallBusinessEveryDay Challenge.

Our online generator gives you easy and fun challenges you can complete every day to help your local businesses survive and thrive. Money you spend locally helps your community grow—your neighbours, friends and family all benefit. Here's a preview of five #SmallBusinessEveryDay challenges you can take this summer to support your community.

### 1. Skip the small talk—talk small business

COVID-19 has forced us to distance ourselves from our friends and family to keep everyone safe. Now that restrictions are lifting, stop for a socially responsible chat with a neighbour and recommend your favourite local business to them. Ask for their local favourites as well and safely visit new businesses in your neighbourhood.

### 2. Co-op Campaign

Team up with a neighbour, friend or family member to tackle one of our challenges. It's easier—and more fun—to make a difference together than alone. See how many challenges you can complete together.

### 3. The Friendly Neighbour

Pick up a treat from a local café, bakery or restaurant and gift it to a neighbour. This could be a coffee, a cookie, tea or cake. Think about what treats your neighbours, friends and family love, find local businesses that sell them and bring a smile to both a local business owner and your loved ones.

### 4. Spice of Life

Summer is in full swing. Take advantage while it's here by trying a new restaurant in your community. Enjoy the fresh air on a patio or order takeout to eat in the park, on a balcony, in the yard—just make sure you find some shade.

### 5. Internet famous

Take a picture or video of something you've bought locally and share it on Instagram, Facebook or Twitter using the hashtag #SmallBusinessEveryDay. Who knows, you might end up internet famous. And you might end up making a local business internet famous too.

There are many more challenges waiting for you, and many other initiatives you can take part in to support your community. Get involved by visiting [smallbusinesseveryday.ca](http://smallbusinesseveryday.ca). Spread the word online with #SmallBusinessEveryDay.

The #SmallBusinessEveryDay campaign is an extension of CFIB's annual Small Business Saturday. The campaign encourages local shopping, promotes initiatives to support small business and provides posters and other tools for businesses to use. It is supported by Scotiabank, Chase Merchant Services, eBay Canada, Intuit Canada, Interac Corp and Star Metroland Media.



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