

# TOWN EXPANDS SHOP LOCAL CAMPAIGN

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The Town of Halton Hills is launching a revamped Shop Local campaign that encourages residents to support businesses in the community.

The new and expanded campaign includes several initiatives designed to raise awareness about the importance of shopping local and increase spending at Halton Hills businesses.

This includes:

- An Explore The Hills contest with a weekly scavenger hunt throughout town to find gift certificates placed in unique locations

- Print and digital ad campaign showcasing local businesses, in partnership with the Georgetown and Acton BIAs and the Halton Hills Chamber of Commerce



Graham Paine/Metroland

The Shop Local campaign encourages residents to frequent area businesses, such as those in downtown Georgetown.

- Reusable Shop Local tote bags and new window decals to raise awareness about the importance of shopping local

- Al Fresco in the Hills

Patio Program to continue promoting establishments with patios throughout Halton Hills

- Social media campaign to engage business owners

and residents about their favourite local businesses.

"Our local businesses have been hard hit by multiple waves of temporary shutdowns since the start

**"It doesn't take much to help with their recovery - all we need to do is shop local whenever possible."**

**- Mayor Rick Bonnette**

of the pandemic," said Mayor Rick Bonnette. "There have been many challenges for our business community as they have done their part to help keep our community safe. It doesn't take much to help with their recovery — all we need to do is shop local whenever possible."

The campaign is a key part of the municipality's overall economic recovery and resiliency plan, said Halton Hills director of economic development, in-

novation and culture Damian Szybalski.

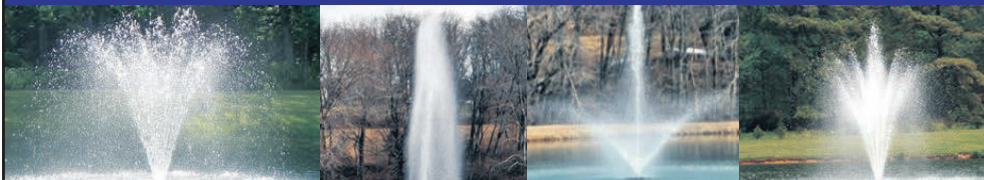
"The Shop Local initiative is another example of the Town continuing to take proactive, decisive and co-ordinated action to support our business community in response to COVID-19 impacts," he said.

"Through close collaboration with our local business partners, including the Halton Hills Chamber of Commerce, the Downtown Acton BIA and Downtown Georgetown BIA, we will create a lasting Shop Local campaign that can be leveraged as the economy starts to recover."

According to Halton Hills officials, there are a variety of benefits to shopping in the community, such as: creating more local jobs, reducing the need for long car trips to stores, and strengthening local businesses that in turn support sports teams, schools, etc.

For further details visit [investhaltonhills.com/shop-local-campaign](http://investhaltonhills.com/shop-local-campaign).

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