



# Have fun and #ShopTheHills

## Campaign selling the shop local message in Halton Hills

The Town of Halton Hills, in partnership with the Halton Hills Chamber of Commerce, the Downtown Georgetown Business Improvement Area and the Downtown Acton Business Improvement Area (BIA) expanded its Shop Local campaign in September.

With a goal of encouraging residents to support businesses in the community, the 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
- Reusable Shop Local tote bags and new window decals to raise awareness about the importance of shopping local
- Social media campaign to engage busi-



*On hand for the shop local campaign launch were (from left) Marco Lopes, Metroland media consultant; Halton Hills councillor Wendy Farrow-Reed; Alex Hilson, Acton BIA; Melanie Frazer, ex-ecutive director, Halton Hills Chamber of Commerce; Yaw Ennin, Georgetown Central BIA; Halton Hills mayor Rick Bonette and Cindi Campbell, Metroland director of advertising. – Graham Paine, Metroland photo*

ness owners and residents about their favourite local businesses.

"Our local businesses have been hard hit by multiple waves of temporary shut-

downs since the start of the pandemic," said Mayor Rick Bonette at the September launch. "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, innovation and culture Damian Szybalski.

"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," he said.

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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