



FOR IMMEDIATE RELEASE

December 3, 2018

“SHOP LOCAL: ANTIGONISH BY CHOICE”: MAKE YOUR HOLIDAY FEEL LIKE HOME THIS SEASON

(Antigonish, Nova Scotia) – The Town of Antigonish, Municipality of the County of Antigonish, Eastern Strait Regional Enterprise Network and the Antigonish Chamber of Commerce are teaming up to launch *Shop Local: Antigonish By Choice* holiday campaign.

“The *Shop Local: Antigonish By Choice* holiday campaign encourages residents to keep connected to our community and invest their dollars in the future of Antigonish by shopping locally. We have chosen to live in this community and it’s our responsibility to support these businesses that contribute to our local vibrancy,” said Laurie Boucher, Mayor of the Town of Antigonish.

The campaign launches on Monday, December 3 and will feature a contest with each prize donated by local businesses valued at \$50 or more. Residents can participate by finding *Shop Local: Antigonish By Choice* on Facebook and sharing holiday inspired photos the event page or by filling out a ballot after making a purchase at one of the 24 several participating stores. There will be 24 chances to win and there is no limit to the amount of times a person can enter in store or online.

“Antigonish offers a diverse range of businesses, services, and independent artisans that contribute to the overall well-being of our community. Simply put, shopping local has a massive multiplier effect on our local economy that results in many positive spinoffs,” said Owen McCarron, Warden of the Municipality of the County of Antigonish.

The *Shop Local: Antigonish By Choice* contest will close at 9 a.m. on Thursday, December 20. Contest winners will be announced on-air with 989 XFM and will be notified by phone that afternoon, just in time for last minute holiday shopping. Names of winners will also be posted to social media.

“Residents of Antigonish Town and County can feel proud that we live in an area that supports entrepreneurship and that we collectively foster a community that celebrates the success of small business. Boosting local spending opens the door for new opportunities for business and contributes to long-term community investment,” said John Beaton, Chief Executive Officer of the Eastern Strait Regional Enterprise Network.

“The Chamber wants to support our members, engage the public and create meaningful connections to our business community. I believe that initiatives like *Shop Local: Antigonish By Choice* enables us to have a positive impact on the economy in Antigonish. It will help create a stronger business community,” said Richard Burelle, Executive Director of the Antigonish Chamber of Commerce.

Updates on *Shop Local: Antigonish By Choice* can be found online or in participating stores. For full details and a list of local supporters and participating stores, please visit www.townofantigonish.ca or *Shop Local: Antigonish By Choice* on Facebook.

Media Contact:

Kate Gorman
Marketing and Communications Officer, Town of Antigonish
902-318-6758
kgorman@townofantigonish.ca