



**FOR IMMEDIATE RELEASE**

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**Economy, environment benefit when you shop locally**

**Estevan, SK** –As the early signs of the holiday season are upon us, the Estevan & District Board of Tourism, Trade & Commerce is encouraging people to shop locally and help dispel the misconceptions that local shopping is more expensive or offers less choice. On the contrary, shopping locally can be the most eco-friendly option, while helping to keep our community vibrant and alive.

“When shopping locally, you simultaneously create jobs, invest in neighborhood improvement, promote community development - and the service is always friendlier,” says Lynn Chipley, President of the Estevan & District Board of Tourism, Trade & Commerce.

Local businesses assist the community through a multiplier effect meaning that dollars spent in Estevan and area, at locally owned businesses return to the community through city taxes, employees’ wages, and purchase of materials and supplies at other independent businesses. In addition, these businesses will turn that dollar back into the community through school funding, social services, and contributions to local non-profit organizations.

Further to the economic benefits of shopping locally, there are environmental benefits. With the almost constant warnings of global warming, shopping local offers the ideal opportunity to reduce our carbon footprint by cutting down the need for long car trips.

Shopping locally also allows us to do business with our neighbours, friends and relatives, thus encouraging a sense of community.

The Estevan & District Board of Tourism, Trade & Commerce reminds you to Shop smart, shop local. Keep Estevan in business by keeping your business in Estevan.

For the top ten reasons to shop locally, visit [www.estevanchamber.ca/living/shopping.html](http://www.estevanchamber.ca/living/shopping.html)