

Charleston Area Chamber of Commerce Launches “Buy Local” Campaign

CHARLESTON, IL – The Charleston Area Chamber of Commerce kicked off an intensive Buy Local marketing and awareness campaign on Tuesday, September 9 during Chamber of Commerce Week. Over the next several months, the “Buy Local – *Choose Charleston*” promotion will highlight many of the unique businesses in town, build awareness regarding the benefits of shopping local, and encourage support for the local business community.

“Charleston businesses have many unique qualities,” explains Terry Davis, owner of Towne Square Jewelers and member of the “Buy Local – *Choose Charleston*” committee. “Our goal is to persuade our residents to choose to spend their shopping dollars in Charleston first and to understand how that money is re-invested back into our community benefitting all of us.”

Community residents, Chamber members and the media are invited to attend the official launch of the “Buy Local – *Choose Charleston*” campaign at an open meeting of the Chamber Board of Directors on Tuesday, September 9 at 7:30 AM in the City of Charleston Council Chambers at 520 Jackson Avenue. A PowerPoint presentation will be shown which details the benefits of shopping locally followed by a discussion of the campaign and how local businesses can participate.

The “Buy Local – *Choose Charleston*” promotion offers people an opportunity to learn more about the many businesses and services in Charleston. The Charleston Area Chamber of Commerce created this campaign to encourage the community to shop locally in Charleston for goods and services rather than taking their shopping dollars out of town. The Chamber understands how important small businesses are to our local economy. As part of their mission, the Chamber strongly supports entrepreneurs and the retention and expansion of small businesses to enhance the overall economic future and quality of life for Charleston.

“There are many excellent reasons for people to shop locally,” said Mike Brown, president of the Charleston Area Chamber of Commerce Board of Directors. “We have many unique products and services available at our businesses right here in Charleston and studies have shown that money spent with a local business turns over within the community with three times the impact as dollars spent elsewhere.”

In connection with the launch of “Buy Local – *Choose Charleston*” the committee will be distributing a variety of items designed to remind people to support the Shop Local campaign, including posters, stickers and window decals. Some of the items will be available for distribution at the campaign launch on September 9 and later at the Charleston Chamber office, 501 Jackson Avenue.

“We want people to see a visual reminder of the “Buy Local – *Choose Charleston*” campaign wherever they look,” said Cindy Titus, executive director of the Charleston Area Chamber of Commerce. “Stickers, window decals, magnets and posters will all be integral to the campaign, serving as a constant reminder that we should all buy locally.”

The City of Charleston is also supporting the campaign. “Local businesses are the essence of our economy,” said Mayor John Inyart. “Charleston’s businesses create jobs for our residents, contribute significantly to our nonprofits and help to sustain a vibrant business community. It is important for all of us to choose to support our small businesses to enhance our overall economic future.”

The “Buy Local – *Choose Charleston*” campaign is envisioned to be a long-term project. For more information about the initiative or to obtain marketing materials, call the Charleston Chamber at 217-345-7041.