

Buying local

A great holiday gift for your community!



Buying local for the holidays: a gift to your community

The holiday season is the busiest time of year for many merchants and service providers in your area. But did you know that if you buy local this Christmas, you'll help support your community? Here's what you should know.

A SMALL GESTURE WITH A BIG IMPACT

In addition to endorsing the merchants in your area, buying local allows you to contribute to your region's economy by keeping jobs in the community. Plus, it's a great way to invest in your neighbourhood's businesses. Afterall, your support is what makes it possible for them to offer a wide variety of products and services.

Furthermore, a business that earns more money from transactions made by local citizens contributes a greater amount of tax revenue to the government. This money can then be reinvested in services that benefit the entire community.

Finally, buying local products helps protect the environment. This is because fewer greenhouse gases are emitted when locally made goods are transported to stores in the area.

THINK OUTSIDE THE BOX

Buying local isn't just about the products you can put in a shopping cart; it's also about investing in your region's many services. For example, think of the various offerings provided by regional businesses in the arts such as museums, theatres, galleries and more.

This year for Christmas, consider giving an experience as a gift. It may turn out to be the perfect way to spend quality time with a loved one.

SPECIAL DEALS AND GREAT OPPORTUNITIES

During the holiday season, it's not uncommon to see city officials and business organizations implement initiatives to encourage people to buy local. This may include posting online directories that list all the businesses in the area. In addition, sometimes stores will offer special promotions, gifts and discounts to local residents.

This year for Christmas, give yourself and your community the gift of buying local.

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