



**FOR IMMEDIATE RELEASE**

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## **Southern Chester County Chamber Launches “Support Local. Love Local.” Campaign to Encourage Support of Local Businesses**

CHAMBER LAUNCHES REGIONWIDE HOLIDAY CAMPAIGN

**West Grove** - The Southern Chester County Chamber of Commerce is excited to announce Support Local. Love Local...For the Holidays, a campaign to encourage the support of local businesses, many of which continue to struggle due to the ongoing covid-19 pandemic. Choosing to buy local, even for something as simple as a cup of coffee, can mean the world to a small business that is feeling effects of the economy Covid-19 has created.

The Support Local. Love Local...For the Holidays campaign will run from Monday, November 16 – Friday, December 18, and center around a Business Directory housed on the Chamber’s website featuring locally owned and operated retail stores, restaurants/pubs, breweries, wineries, salons, and merchants, based in Southern Chester County. The Business Directory will be arranged by community and by category, and will include links to merchants’ websites. Visitors can select from a variety of categories in order to find what they are looking for, all while supporting local businesses.

As part of the campaign, the Chamber will invite these businesses to participate in a holiday offer, at no cost to them. The offers are designed to encourage shopping and spending time in our local communities, and include:

- 1) A single Holiday Promotion (example: 10 percent off entire purchase or free gift with purchase) that will remain in effect for the duration of the campaign – November 16 through December 18). The single Holiday Promotion will be advertised on the Chamber’s website and included in a weekly Support Local. Love Local...For the Holidays e-blast.
- 2) A “Deal of the Day” (example: 50 percent off one item or 30 percent off entire purchase). On a date of your choosing, your “Deal of the Day” will be promoted on the Chamber’s website – [www.scccc.com](http://www.scccc.com) and posted on our social media platforms. Limit four deals per day.

The positive effects of shopping locally reach beyond what we are able to see when our items are rung up at the cash register, which is that the money received by local merchants, for the most part, goes back into the community.



“It has been nearly eight months since the day Pennsylvania declared a state of emergency, and while it may seem to some we are returning to business-normal status, it is not the case for many businesses that had to alter or shut down operations for weeks or even months”, shared Cheryl B. Kuhn, CEO of the Chamber. “It is our responsibility to support local business owners, many of whom are our neighbors and friends, by making a commitment to shop eat, and spend locally, especially during the upcoming holiday season”.

The Chamber is proud to share that our partners at the Chester County Conference and Visitors Bureau have launched a local marketing campaign entitled “Home Grown Faces, Welcoming Places”, with a similarly aligned goal in support of the local businesses that have supported you and your families throughout the years. Please visit them here: “**Home Grown Faces, Welcoming Places**”.

The Chamber is offering affordable sponsorships, in support of the campaign, at a nominal fee of \$150. Sponsors do not need to be a member of the Chamber to participate. To join our Campaign Sponsors, contact the Chamber office at 610-444-0774:

**2020 Support Local. Love Local Sponsors**  
Exelon Generation, Kendal-Crosslands Communities  
Longwood Gardens, Riley Riper Hollin & Colagreco Attorneys at Law

**2020 Media Sponsor:** Chester County Press

To learn more or to participate in the campaign, contact the Campaign Co-Chairs or call the Chamber office at 610-444-0774. Please share this holiday opportunity with friends, family, co-workers, and more.

**Support Local. Love Local...For the Holidays Co-Chairs:**

Lisa Long, Nawn & Company, CPAs: [lisa@nawnco.com](mailto:lisa@nawnco.com)  
Paula Paisley, Paisley Solutions: [ppaisley@paisleysolutions.com](mailto:ppaisley@paisleysolutions.com)

**About Southern Chester County Chamber of Commerce**

The *Southern Chester County Chamber of Commerce*, the region's leading pro-business member organization, is dedicated to the growth and development of its members and the business community by providing opportunities to connect businesses and support sustainable economic development. Founded in 1929 in Kennett Square, Pennsylvania, the Chamber's nearly 500 member businesses consist of influential business leaders and professionals, not-for-profits, institutions, legislative leaders, and more. The Chamber hosts more than 70 events and programs each year in the Southern Chester County region. To join or learn more about the Chamber, visit [www.scccc.com](http://www.scccc.com).