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Iqaluit Chamber of Commerce
Chambre de Commerce d'Iqaluit

PRESS RELEASE

For Immediate Release

Iqaluit Shop Local Campaign is Extending and Adapting to New Lockdown Circumstances

Iqaluit, Nunavut November 19, 2020 – In light of the current two-week Nunavut wide lockdown, the Iqaluit Chamber of Commerce is extending the Shop Local campaign for an additional two weeks. The Chamber is also looking at original solutions to help closed businesses through these challenging times. The new campaign will now run until December 31 and the final draw will be done on January 1, 2021.

Everyone hopes the current COVID outbreak will be contained rapidly, however, if the lockdown is prolonged after December 2, the campaign will be extended for an additional 2 weeks ending January 15, 2021. In that case, the final draw will be on January 18, 2021. The Iqaluit Chamber will also monitor the situation and adapt as necessary to possible new developments.

To protect Iqalumiut, everyone needs to follow the current health policies strictly and minimize physical proximity. Chamber president Robynn Pavia says “businesses who can sell their products or gift certificates online or over the phone will be supported by the Chamber and the campaign in every possible way.” For now, stamping can continue in the essential service businesses and through restaurant takeout.

While traffic will be reduced everywhere, local businesses will be heavily impacted. If the lockdown is prolonged, it will be very important to support our local businesses, and the Iqaluit Chamber of Commerce will work with business owners to support them through this time.

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Backgrounder:

As Nunavut's capital region chamber, the Iqaluit Chamber of Commerce is a strong voice for the Iqaluit business community since the 1990's. Its mission is to promote, develop and encourage trade and commerce in and around the City of Iqaluit.

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