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PRESS RELEASE

For Immediate Release

The Iqaluit Chamber of Commerce Calls for Iqalummiut to Shop Local During Their Third Annual Campaign

Iqaluit, Nunavut November 12, 2020 – The Iqaluit Chamber of Commerce is launching the third annual Iqaluit Shop Local campaign. The campaign will run from November 15, 2020 to Dec 21, 2020. The goal of the campaign is to strengthen the local economy, support local jobs, promote local artists and keep our community unique. The campaign is also a way for business owners to thank Iqalummiut for supporting local businesses.

According to studies, communities with a buy local campaign reported strong sales increase compared to those areas without such a campaign. Independent businesses served by these pro-local campaign also dramatically outperformed peers in communities lacking similar campaigns. This success is also reflected in community-level surveys. In Iqaluit, 75% of the participants found the campaign useful for their own business; and 100% of the participants thought that an Iqaluit Shop Local campaign is positive for local businesses.

Chamber president Robynn Pavia said "Shop Local campaigns are more important this year than any other year with many businesses seeing a loss in sales due to COVID-19". She went on to say "membership in the Chamber is important so we can continue to support all businesses through our various projects".

How does the campaign work?

- Each participating business will distribute stamp cards
- For every \$25 spent one stamp in at least 3 different shops
- Customers can enter into the draw after all spots are filled. There will be regular weekly prize draws and a final grand prize draw at the end of the campaign.
- Full cards can be returned at one of four locations; the Aquatic Centre, Ventures Marketplace, NorthMart and DJ Specialties

On December 21 the grand prize draw will be a brand-new MacBook computer sponsored by Northwestel!

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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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