

MEDIA RELEASE

Chamber Launches Campaign to Support Niagara Retailers

FOR IMMEDIATE RELEASE

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(Niagara) The Greater Niagara Chamber of Commerce unveiled a new campaign called **1 Less Trip** before a crowd of community members and retailers gathered at the Sears Court in the Pen Centre in St. Catharines today.

The initiative, launched in partnership with 180 Marketing and High Concept Media, is a campaign to build awareness of the importance of supporting local retailers and highlighting the impact that consumer spending has on Niagara's economy.

"The launch of **1 Less Trip** is about informing Niagara consumers about why an investment in local retailers is actually an investment in your community," explains Walter Sendzik, CEO of the Greater Niagara Chamber of Commerce. "It's also about making smart decisions that can have an impact on the greater good of our local economy. **1 Less Trip** does this by showing consumers the huge potential that their dollars can have if they simply take one less trip across the border than they usually do and instead spend it at Niagara's fine selection of retail establishments."

The **1 Less Trip** campaign was designed by 180 Marketing, a Niagara-based multi-media company. The website was designed by another Niagara-based company, High Concept Media.

"When the Chamber did a call for interest to be a part of a committee to develop a campaign to support local retailers, we jumped on board," explains Luc Courtois, President of 180 Marketing. "We work with a number of local retailers and we understand the challenges they are facing. Hopefully with this campaign, people will make the pledge to shop one less time in the U.S., and that means more for all of Niagara."

The campaign is designed around the concept of encouraging consumers to take a pledge to make one less cross-border shopping trip than they normally would in an attempt to shift shopping habits towards the local retail economy. With cross-border shopping steadily on the rise as the result of a stronger Canadian dollar and increased duty-free limits implemented in 2012, this campaign sheds light on the fact that dollars spent at home can have wider economic benefits for communities across the region.

"This campaign isn't about telling consumers to stop shopping across the border or criticizing their choices," adds Dan McKinnon, owner of High Concept Media. "We've designed the website to show the impact that they can have to strengthen the Niagara economy by thinking more about where they are spending their hard earned dollars. If you commit to shop one less time in the U.S. then you can make an immediate positive impact in your community."

"Studies have shown that for every \$100 spent at a local business, \$70 goes right back into the community in various ways, whether through other local businesses, local community projects, or through charitable donations and support for organizations in the community," adds Sendzik. "On average, individuals take about four cross-border trips per year. If we all were to take one less cross-border trip per year, the potential impact on our local economy could be significant—to the tune of \$126 million reinvested back into Niagara."

For further details on **1 Less Trip**, as well as information on the economic impacts of shopping locally visit: www.1lesstrip.ca.
Facebook: www.facebook.com/1LessTrip **Twitter:** 1lesstrip

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For more information and interviews please contact:
Walter Sendzik, CEO
Greater Niagara Chamber of Commerce
905-684-2361 or ceo@gncc.ca