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News Release

FOR IMMEDIATE RELEASE

City to launch "Invest in Lafayette" shop local program

LAFAYETTE, **Colo August 20**, **2012** – Studies over the past decade have shown even subtle changes in consumer spending habits to support locally-owned businesses can have a positive effect on local economies.

The new "Invest in Lafayette" concept is being developed to

- raise awareness of the benefits of shopping in Lafayette
- educate residents on shopping, service, and dining options in Lafayette
- assist Lafayette businesses with promotional opportunities
- provide a positive, sustainable impact on Lafayette's local economy



The "Invest in Lafayette" name was chosen to help deliver the message that keeping retail dollars in the community not only supports the local economy, but allows residents to essentially make an investment back into beneficial services such as parks, police, recreation, fire, library, arts, and streets. Not all consumers realize the importance of shopping locally, but by positioning the program to illustrate how spending money in Lafayette is personally beneficial, we hope to drive home the importance and value.

A new <u>Invest in Lafayette Facebook page</u> was created this month to provide shoppers with a one-stop page to view special offers, learn about new businesses, download coupons, and hear others' recommendations. This page will be driven by local businesses posting promotions and consumers sharing experiences. In addition to the newly created Facebook page, vinyl window clings and branded buttons are available for Lafayette businesses to promote the Invest program. A <u>page on the City website</u> has been dedicated to the program and offers downloadable resources for businesses to use such as program logo files, sticker templates, and Facebook photos.

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Plans are also being solidified to offer a consumer contest in November. This promotion will involve shoppers collecting local business receipts and entering their name into prizes drawings.

Businesses looking to get involved, desiring additional information, or wanting to keep tabs on upcoming activities should contact Debbie Wilmot at debbiew@cityoflafayette.com or 303-665-5588 extension 3455.

Like the Invest Facebook page at www.facebook.com/InvestInLafayette

Visit the City's Invest in Lafayette webpage at www.cityoflafayette.com/invest

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