

News Release

FOR IMMEDIATE RELEASE

City to launch “Invest in Lafayette” shop local holiday contest

LAFAYETTE, Colo November 16, 2012 – Lafayette shoppers now have an additional incentive to shop locally this holiday season – the [Invest in Lafayette Holiday Contest](#). From November 18 through December 31 consumers who save 4 receipts, each totaling \$10 or more, from 4 different Lafayette businesses can submit them to receive a drawing entry for one of seven fabulous, Lafayette product-filled gift baskets. Each basket is valued from \$300 - \$500 accruing upwards of \$3000 in prizes! A special pull-out section promoting the contest will appear in the *Colorado Hometown Weekly* on November 21, and in the *Daily Camera* on November 24, also known as Small Business Saturday.



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 was launched this past August 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 demonstrate how spending money in Lafayette is personally beneficial, the City hopes to drive home the importance and value.

An [Invest in Lafayette Facebook page](#) was launched in conjunction with the program to provide shoppers with a one-stop page to view special offers, learn about new businesses, download coupons, and hear recommendations. Window clings and promotional buttons have been given to businesses to promote the Invest program, and a dedicated [page on the City website](#) offers downloadable resources such as program logos, sticker templates, and Facebook photos. Businesses looking to get involved, desiring additional information, or wanting to keep tabs on upcoming activities should contact Public Information Officer Debbie Wilmot at debbiew@cityoflafayette.com.

Full contest details and a list of Lafayette businesses providing prizes can be found at www.cityoflafayette.com/invest

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

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