

# News Release

FOR IMMEDIATE RELEASE

Shoppers to get “Sweet on Lafayette” on May 25



**LAFAYETTE, Colo May 14, 2013** – Lafayette shoppers, get ready to be “treated” for shopping locally! On Saturday, May 25 from 10am to 2pm, shoppers who visit participating Lafayette businesses will have an opportunity to sample chocolate treats just for stopping by. The free chocolate tastings vary from a chocolate chip cookie dessert at Martino’s Pizzeria, to chocolate bars at Sensorielle Spa, to free chocolate toppings at Menchie’s Frozen Yogurt.

The idea for this new event stemmed from the desire to give “shop local” supporters a way to show their love for local retailers, restaurants, and service providers. It also provides a good excuse for shoppers to stop by a business they may not have had a chance yet to visit. Seventeen Lafayette retailers will be participating on May 25.

“I think the City’s Invest in Lafayette concept is a great idea,” said Angie Radawicz, owner of The Purple Poppy in the Atlas Valley Shopping Center. “It’s fun to promote ourselves in creative ways and let folks know they don’t need to leave Lafayette to find some really cool shops and restaurants.”

A map of participating “Sweet on Lafayette” businesses offering chocolate tastings can be found at [www.cityoflafayette.com/Invest](http://www.cityoflafayette.com/Invest) or on the Invest in Lafayette Facebook page [www.facebook.com/InvestInLafayette](http://www.facebook.com/InvestInLafayette)

The next Invest in Lafayette event is a cash mob planned for the Fall. Shoppers can go to [www.cityoflafayette.com/Invest](http://www.cityoflafayette.com/Invest) to nominate a business to be a cash mob location. Those interested to receive email or text updates about upcoming events can sign up at [www.cityoflafayette.com/NotifyMe](http://www.cityoflafayette.com/NotifyMe)

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**About Invest in Lafayette:** *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 in August 2012 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](mailto:debbiew@cityoflafayette.com)*