



Contact: Debbie Wilmot
Public Information Officer
City of Lafayette
1290 S. Public Rd / Lafayette, CO 80026
Office: (303) 665-5588 ext.3455
Cell: (720) 245-1446
debbiew@cityoflafayette.com
www.cityoflafayette.com

News Release

FOR IMMEDIATE RELEASE

City to launch 2nd annual “Best of Lafayette” shop local holiday basket contest

LAFAYETTE, Colo November 21, 2013 – Lafayette shoppers now have an additional incentive to shop locally this holiday season – the [Best of Lafayette Holiday Basket Contest](#). From November 29 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 and local Lafayette businesses will appear in the *Colorado Hometown Weekly* on November 27, and in the *Daily Camera* on December 1.

The City of Lafayette ran the contest for the first time in 2012 and was extremely pleased with the response. “We were thrilled last year to hear shoppers say the program helped them realize how much of their holiday shopping they were able to accomplish right in Lafayette,” explained Debbie Wilmot, Public Information Officer. “Many residents were also introduced to stores and restaurants they didn’t know about.”

In 2012 shoppers turned in \$57,000 worth of sales receipts, and visited over 150 Lafayette businesses during the contest.

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 “Invest in Lafayette” concept was launched in 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.

Saturday, November 30 is designate as Small Business Saturday. Since 2010 this event, held the Saturday after Thanksgiving, has been dedicated to support small businesses across the country.

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

#





INVEST
In **LAFAYETTE**
By shopping locally in Lafayette

**Save receipts
to WIN prize
baskets!**

**Shop LAFAYETTE
Nov 29 - Dec 31**



"LIKE"
Invest in Lafayette

"BEST of LAFAYETTE" BASKET CONTEST

SAVE RECEIPTS:

- From **FOUR DIFFERENT** Lafayette businesses
- Each dated **11/29/13** through **12/31/13**
- Each totaling **\$10** or more

Return receipts and an entry form to the Bob L. Burger Recreation Center (111 W. Baseline Rd) by 12/31/13 and you'll be entered to win a "Best of Lafayette" prize basket!
Download an entry form at www.cityoflafayette.com/invest

The first 50 residents to enter the drawing will also receive an Invest in Lafayette reusable shopping bag!



**Shopping
locally
builds strong
communities**



So go ahead, SHOP LAFAYETTE and find out what's in it for you!
Visit www.cityoflafayette.com/Invest for a list of prizes and to download an entry form