



## **“RETHINK: SHOP AND SUPPORT LOCAL. INSPIRE: A CULTURAL SHIFT. MAKE A COMMITMENT”**

### **NEWS RELEASE**

For Immediate Release  
January 17<sup>th</sup>, 2022

As the COVID-19 pandemic continues to put pressure and stress on local economies, seven community Chambers across Northwest BC are teaming up to give an economic boost to local businesses, entrepreneurs, and communities by creating a local & regional support local campaign.

The LIVE LOVE LOCAL NORTHWEST concept is framed on a recent successful Smithers District Chamber of Commerce support local educational campaign that encouraged supporting and shopping local through all means possible while highlighting many different opportunities for participants to support local. The new collective campaign has a regional unifying legacy perspective featuring seven Northern BC communities along the Highway 16 corridor. Participating Chamber of Commerce communities include Prince Rupert, Terrace, Kitimat, Smithers, Houston, Burns Lake and Vanderhoof. The campaign’s goal is to rethink shopping and supporting local and to showcase each region's thriving economic diversity through the local businesses, entrepreneurs, services, and community groups that make these places one-of-a-kind Northwest BC communities.

The campaign kicks off January 15 and is open to all residents, tourists, local businesses, entrepreneurs, and anyone who share a value of supporting local. To get involved in the many ways to participate, visit [www.livelovelocalnwbc.com](http://www.livelovelocalnwbc.com). LIVE LOVE LOCAL NORTHWEST BC is funded by the Shop Local BC program, supported by the Government of Canada and delivered through the BC Chamber of Commerce.

For further information please see attached FAQ or contact your local Chamber of Commerce:

Vanderhoof Chamber  
Philip Mbayoh, Executive  
Director  
250-567-2124

Burns Lake Chamber  
Randi Amendt, Executive  
Director  
250-692-3773

Houston Chamber  
Maureen Czirfusz, Executive  
Director  
250-845-7640

Smithers Chamber  
Sheena Miller, Executive  
Director  
250-847-5072

Terrace Chamber  
Michelle Taylor, Executive  
Director  
250-635-2063

Kitimat Chamber  
Laurel D'Andrea, Executive  
Director  
250-632-6294

Prince Rupert Chamber  
David Geronazzo, Executive  
Director  
250-624-2296

*Encl. LIVE LOVE LOCAL NORTHWEST BC FAQ*

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## **FAQ LIVE LOVE LOCAL NORTHWEST BC CAMPAIGN**

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### **WHAT IS THE LIVE LOVE LOCAL NORTHWEST BC CAMPAIGN”?**

The LIVE LOVE LOCAL NORTHWEST BC campaign is a regional unifying campaign that encourages supporting and shopping local across seven Northern BC communities on the Highway 16 corridor. Participating communities include Prince Rupert, Terrace, Kitimat, Smithers, Houston, Burns Lake and Vanderhoof. The ultimate campaign goal is to help our region thrive by showcasing our unique economic diversity through the businesses, entrepreneurs, services and community groups that makes these communities so desirable to work, live and play in. JOIN THE MOVEMENT TO SUPPORT & LIVE LOVE LOCAL ACROSS NORTHWEST BC!

### **WHEN DOES THE CAMPAIGN LAUNCH AND CLOSE?**

The campaign is kicking off January/February, 2022 and will continue on social media and through various engagement opportunities as funding becomes available.

### **WHO CAN PARTICIPATE?**

LIVE LOVE LOCAL NORTHWEST BC is open to all residents, tourists, and local businesses who are passionate about discovering our unique communities and supporting our local economies across Northwest BC.

### **WHY SHOULD YOU PARTICIPATE?**

If we've learned anything through the pandemic, it's that Northern BC has inspiring communities with resilient businesses and service providers. More than ever, a cultural shift is taking place where Northerners are understanding the value and importance to support and shop local across the region and support neighbouring communities, rather than going afar. The LIVE LOVE LOCAL campaign is born from the necessity to highlight, celebrate and unite our diverse communities so we can continue to thrive along the Highway 16 corridor.

## **HOW DO YOU PARTICIPATE:**

### **RESIDENTS & TOURISTS:**

We're kicking off the regional campaign with five simple ways to support and shop local. Get involved today!

As a 1<sup>st</sup> step, please simply TELL US you support the mission by checking the YES box at LiveLoveLocalNWBC.com We want to know you are out there!

1. **COMMIT TO KEEP YOUR DOLLARS LOCAL & PROMOTE IT:** commit to shopping local in your home community and post a decal from your local chamber office. Everyone who gets involved is eligible to win some great campaign swag! *\*If you're not comfortable to visit a Chamber office, make the online commitment and use our LIVELOVELOCAL social media filter for your profile! Check out LiveLoveLocalNWBC.com for details.*
2. **COMMIT TO SUPPORT ANOTHER NORTHWEST BC COMMUNITY:** travel to another community along Highway 16 to 'SUPER SUPPORT' our northern economy for #48hourslivelovelocal. *(Please note: British Columbians are currently advised to avoid all travel if not fully vaccinated. Check BC Government websites for the latest Public Health Orders).*
3. **COMMIT TO SHOP "LOCAL & REGIONAL" ONLINE:** simply shop at local/regional businesses online to support Northwest BC communities and our regional economy. Buying gift cards for a future service or future experience is an easy way to support your communities and LIVE LOVE LOCAL across the region.
4. **COMMIT TO BE A SOCIAL MEDIA INFLUENCER!** Leave positive business reviews and use the tag #livelovelocalNWBC to be featured and eligible to WIN prizes and gift cards during our Kickoff Draws (until February 15, 2022). Tag #livelovelocalNWBC for posts while you are in your home community or visiting another community.
5. **COMMIT TO RETHINK WHAT IT MEANS TO SUPPORT LOCAL & BE PART OF THE STORY:** Supporting local is a cultural shift and is far more than shopping local. Supporting local is what it takes to make our communities thrive, now and into the future. Tell us your 'SUPPORT LOCAL' story or experience. Showcase what you like about your neighbouring community. Tag #livelovelocalNWBC on our social media channels to highlight a business or service and/or email your story to us for a chance to WIN during our Kickoff Draws (until February 15, 2022).

#### **\*KICKOFF GIFTS & DRAWS**

Save, Shop & drop receipts! Collect local and regional receipts and submit to a participating Chamber office to receive your "LiveLoveLocal" swag or cash gifts during our campaign KICKOFF DRAWS! Submit no later than February 15, 2022. Each receipt will serve as a draw ticket. The more often you purchase goods or services locally, the greater your chance to win swag, additional gift cards and be featured on social media!

### **BUSINESS, MEDIA, TOURISM & COMMUNITY PARTNERS:**

- ✓ Participate by proudly displaying the campaign decal, and other campaign marketing materials in your business or organization. Help us spread the word and hand out stickers/decals!

- ✓ Encourage tourists and residents to keep and submit receipts\* when they buy from your business as well as recommend businesses and services in surrounding communities
- ✓ Get social: reach out to our campaign team! Let us feature your business or unique service on social media!
- ✓ Support businesses and other services across the region and tell us how you support this region to be featured on our social media!
- ✓ Donate gift cards or service experiences to the LiveLoveLocalNWBC campaign.
- ✓ Partner with the campaign on a unique 'CONTEST' to give away gift cards and 'LIVE LOVE LOCAL' prizes.

### **CHAMBER PARTNERS:**

- ✓ Please promote and help engage people in this campaign by communicating the FAQ'S + campaign social channels to your network. Share through 1) email blasts, 2) social media and other advertising 3) Refer and feature businesses and entrepreneurs to our campaign video, social and writing team so we can highlight them
- ✓ Stock and distribute campaign materials: decals, swag, educational information
- ✓ Help us connect with campaign influencers from your diverse region
- ✓ Track participants, campaign scale, campaign highlights and receipts
- ✓ Identify businesses, entrepreneurs and unique cultural or service groups to be featured
- ✓ Assist tracking down donations or gift cards to give away through your Chamber office receipt draw give away
- ✓ Provide real time suggestions for improvements and tweaks on the campaign as we go! Let's improve, modify, and pivot as needed

### **WHERE IS THERE MORE INFO AVAILABLE:**

EMAIL: [livelovelocalnwbc@gmail.com](mailto:livelovelocalnwbc@gmail.com)

WEB: [www.livelovelocalnwbc.com](http://www.livelovelocalnwbc.com)

INSTAGRAM: [https://www.instagram.com/livelovelocal\\_nwbc/?hl=en](https://www.instagram.com/livelovelocal_nwbc/?hl=en)

FACEBOOK: <https://www.facebook.com/Livelovelocal-NW-BC-109610248253262>

### **TAG US:**

[#livelovelocalNWBC](#)

[#livelovelocalNWBCcollective](#)

[#48hourslivelovelocal](#)

[#supportlocaNWBC](#)

[#rethinkshoplocal](#)

**Stay tuned for additional social channels to come**