In Pike County and across Illinois, shoppers are encouraged to stay at home – and “Shop Local”

Supporting small business during the pandemic is crucial for their survival.

Pike County Chamber of Commerce is joining Chambers and small businesses across the state of Illinois to launch the ‘IL'ove Local campaign to encourage people to support local business during the week of April 11 – 18, 2020. Pike County Chamber of Commerce is taking a leadership role in our community. Our local businesses are the heart and soul of this community and we need our local businesses to survive. The statistics are staggering for small businesses following natural disasters: According to FEMA, roughly 40-60% of small businesses that close after a disaster never re-open.

Each dollar spent at a local, independent business returns 50 times more money to the local economy than shopping at a mega e-retailer. Across Illinois, small businesses provide communities with good jobs, quality service, and the character that makes cities, towns and neighborhoods feel like home. Collectively small, local businesses are the states' largest employer.

WHAT SHOPPERS CAN DO

- Follow social distancing guidelines and stay home as much as possible.
- Buy Local. Find out if your favorite local store has an online shop or reach out to them to find out how you can purchase now for pick up later.
- Buy gift cards to use later.
- Take online virtual classes from your favorite local business.
- Get takeout/delivery - Tip big!
  - Consider buying lunch/dinner for the first responders, you will help your local restaurants and the people who serve us all.
  - Buy gift cards from local businesses for your favorite waiter/waitress/bartender.
- Like and share your favorite local businesses social media post.
  - Once you’ve purchased a gift card or meal, take a picture of it, share it on your social media and hashtag #Ilovellinois
  - OR use #shopsmall #shopillinois #Illinoisstrong #AllInIllinois
- Maintain your memberships

This is a partnership led by the Illinois Association of Chamber of Commerce Executives (IACCE), with participation from Chambers of Commerce across Illinois in support of small business across the state. The IACCE was established in 1915 and serves over 130 Chambers of Commerce and their professional staff throughout the state. IACCE supports the development of chamber professionals by creating opportunities for growth and recognition.

More information on the ‘IL'ove Local campaign can be found at www.IllinoisLoveLocal.com.

Hashtags:

#ILoveLocal#AllInIllinois#ShopLocal	#ShopSmallBusinesses
#llovelocalpikecoil	#smallbusinesslove
Shop Local COVID-19

Contest Rules

1. Spend $100 or more at any Pike County, IL business between April 11\textsuperscript{th}-18\textsuperscript{th} for a chance to win one of twenty Chamber Bucks valued at $25 each. Chamber Bucks are just like a check and can be spent at any Pike County, IL business.

2. Submit your contact information along with a picture of the receipt by texting 217-285-2971 or email to pikechamber@casscomm.com, no later than noon on April 23\textsuperscript{rd}.

3. Pike County Chamber of Commerce will have a Facebook live drawing on April 24\textsuperscript{th} @ 1:00pm.