



SHOPPING LOCAL GIFTS MORE THAN PRESENTS

Putting money back into your community is the best way to help those within the community. When you shop local, you are gifting more than presents under the tree.

You are gifting the business owners the ability to stay open, especially during years where a recession is trending. You are gifting the town with your taxes so your roads can be fixed and events can continue being planned for the whole community. If you shop from second hand stores, often you are gifting the homeless with the help they need to get off of the streets.

Every dollar spent locally is



reinvested 10 fold. According to forbes.com, small local businesses reinvest in the community more than most chains do. Amy Hartler, director of

communications for the Business Alliance for Local Living Economies, explains that for typically every \$100 spent at a local small business about \$68 stays within the community. That is over double the amount chain businesses reinvest.

There are an abundance of ways that shopping locally can help your community. One way is money spent turns into jobs created. When a town invests its money into small

see **SHOP LOCAL** page 12



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your **LOCAL LENDER**



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