



## HOW TO GET INVOLVED

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### Press Inquiries:

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### **REGISTER YOUR BUSINESS**

Visit [IndependentWeStand.org](http://IndependentWeStand.org) to sign your locally owned business up for the movement, where it will appear in our searchable national database.

### **PLEDGE YOUR SUPPORT**

Take our pledge at [IndependentWeStand.org](http://IndependentWeStand.org) to support independent business and share your pledge with friends and family via Facebook, Twitter and LinkedIn.

### **TELL YOUR COMMUNITY**

Visit our resource center for marketing materials you can use to promote your involvement with Independent We Stand. Posters, flyers and website member badges are available for free download. The resource center also has articles, links and recent studies on the importance of buying local that you can use to help your community understand the importance of the issue.

### **CHOOSE TO BUY LOCALLY**

Your choices can change your community. With every purchase you make, think about the impact you could have on your local businesses. Buy your morning coffee from an independent coffeehouse. Shop for your groceries from a locally owned farmer's market. Visit a servicing dealer for outdoor power equipment instead of buying from a national chain.

A study in Grand Rapids, Mich. found that if 600,000 people shifted 10 percent of their spending to local stores, in one year, the following would be created locally: 1600 jobs, \$137 million in new economic activity, \$53 million in new wages. Think about the impact you can have with every purchase you make.

Source: [www.civiceconomics.com/localworks](http://www.civiceconomics.com/localworks)

### **WALK THE WALK**

Make these choices today:

- 1) Visit a locally owned and operated business once per week.
- 2) Seek out a local business you've never been to, see what they have to offer!
- 3) Buy a book at a corner book store.
- 4) Eat lunch at that sandwich shop down the street.
- 5) Purchase a birthday present at a local gift shop.
- 6) Buy ingredients for your next holiday dinner at a Farmer's Market.
- 7) Work off that holiday dinner and join a local gym.
- 8) Buy a toy at that local toy store downtown.
- 9) Get your string trimmer from the local hardware store.
- 10) Get your prescription filled at a local pharmacy.
- 11) Visit a local nursery for your lawn and garden needs.