

March 3, 2017

Shop Local- Shop Halton Hills Campaigned Re-launched

HALTON HILLS, ON – The Town of Halton Hills in partnership with community business organizations re-launched the successful Shop Local – Shop Halton Hills to mark Canada’s 150 anniversary.

Originally launched in 2009, the program was designed to encourage residents to shop locally and raise awareness of the benefits of spending their dollars in their home community. The program included distinct signs and decals in store windows and proved to be popular with both businesses and consumers.

“It’s appropriate that in this year of recognition of Canada’s 150 anniversary we remind the community to shop local,” said Mayor Bonnette, adding “Incorporating our community brand in this partnership-based initiative supports our efforts to reflect shared visions and values.”

The Shop Local – Shop Halton Hills program was re-launched recently at a Halton Hills Chamber of Commerce Business after Hours event hosted by the Georgetown Marketplace campaign partners. A free information package is available to local businesses and includes a window decal and a ‘10 Reasons to Shop Local’ flyer. Businesses are encouraged to use the logo in their ads and marketing materials. Packages will be distributed in the next 10 days by business organizations and the Town’s Economic Development Office.

The success of local businesses benefits everyone! Shop Local – Shop Halton Hills

About the Town of Halton Hills

The Town of Halton Hills, with a population of approximately 60,000, consists of two urban centres, Georgetown and Acton, the Halton Hills Premier Gateway employment area, three hamlets – Glen Williams, Stewarttown and Norval – and several smaller settlements. Halton Hills has long been recognized for its natural beauty, active agricultural community, high quality of life and proximity to major centres, including Brampton, Mississauga and Toronto. The Town is ranked as one of the top small communities in Canada by a national magazine.

About the Shop Local Partnership

The Shop Local program was developed in partnership with the following organizations; Town of Halton Hills, Halton Hills Chamber of Commerce, the Acton and Georgetown Business Improvement Areas, Georgetown Marketplace, the Acton Tanner and the Independent/Free Press. The logo maybe freely used by local businesses in any media.

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