

New 'Love Local' initiative draws strength from community to promote local

(Penticton, BC – May 14, 2020) – Penticton's new 'Love Local' initiative aims to draw strength from the community to generate support for small businesses and all things local.

This campaign, launched by Penticton's Economic Development department, seeks to raise awareness about how local businesses are operating today, while encouraging residents to buy, eat and choose local first. Love Local will showcase the stories of business, social, and arts and culture groups as we work collectively toward recovery.

"We're proud of how our community has come together during this challenging time. In the coming weeks, we will have more opportunities to show our support as businesses find new and innovative ways to safely reopen. We want to showcase these stories and encourage people to think local first," said Economic Development Specialist Andrew Kemp.

Love Local will use storytelling and social media to show how our community is working together to support local. Share your images on social media using #lovelocalpenticton, whether it's chalk art messages of thanks, painted rocks, or a photograph of your amazing takeout meal.

Follow starthereokanagan.com/lovelocal and the City's social media channels for the latest updates, including profiles of community groups that are making a difference. Also, share your stories, thoughts and ideas at shapeyourcitypenticton.ca.

Kemp also encourages all residents to [support their favourite small businesses](#) by taking concrete steps such as:

- Buy from local businesses online.
- Purchase gift cards from local businesses to use later.
- Order delivery or takeout from area restaurants.
- Take a picture involving your favourite places and share it on social media.
- Leave positive online reviews.

Businesses will be provided with posters carrying 'Safely Open for Business' messaging to post in their establishments. Also contact us for your 'Love Local' window cling decal, which will act as a visual reference that your business is open.

“It’s the local businesses that bring colour and vibrancy to downtown Penticton, and today, these business owners need your support more than ever,” said Lynn Allin, Executive Director of the Downtown Penticton Association. “We encourage everyone to show your love for all your favourite businesses by supporting Love Local.”

The City will amplify the efforts from community groups including Visit Penticton, the Penticton and Wine Country Chamber of Commerce, the Downtown Penticton Association, Penticton Farmers’ Market as well as social and arts groups including the Penticton Arts Council, OneSky Community Services, and many more. The Penticton Economic Development Task Force has also been involved throughout the process.

“Amid these challenging times, we’ve seen many examples of the community pulling together. We’ve seen stories of resiliency and compassion,” said Mayor John Vassilaki. “Love Local is a way to show we care, while supporting our neighbours and showcasing the spirit of Penticton.”

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