

City releases 'Happy Dance' video in support of local retail businesses

(Penticton, BC – June 2, 2022) – The City's Economic Development department has issued a new 'Happy Dance' video in celebration of shopping and supporting local.

As part of its ongoing Love Local campaign, this video features a number of local retail businesses doing happy dances, building upon a trending social media theme that states: "When you buy from a small business, an actual person does a little happy dance." The video is intended to emphasize the importance and impact of supporting local and small businesses.

"The Economic Development Department created this video to highlight independent local businesses in Penticton as part of the COVID-19 Restart Task Force Recommendations and ongoing Love Local campaign," said Carly Lewis, Economic Development Manager. "We wanted to have some fun with this to give a fresh perspective on the benefits of supporting local."

The City issued a callout earlier this year to identify businesses interested in taking part. Watch the video on any of the City's social media channels, or on YouTube here: <https://youtu.be/hNfrPEn8Wtk>

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