



FOR IMMEDIATE RELEASE: NewAllen Alliance Launches Be Local Buy Local Campaign

EAST ALLEN COUNTY, IN, Nov. 23, 2020 – The NewAllen Alliance, an Indiana Regional Stellar Community, is asking the East Allen Community to support locally-owned small businesses this holiday season. In a show of solidarity amidst the COVID-19 pandemic, small businesses throughout East Allen will display signs and window clings in support of the effort. More information of the effort will be provided on the NewAllen website: www.newallenalliance.net.

According to Barb Smith, the NewAllen Alliance Leo-Cedarville representative, “The Be Local-Buy Local Initiative is designed to help make a positive impact on the marketing of our small-town businesses. There is so much we can do to help each other if we all pull together and shine a positive light on our rural communities.” Some simple ideas to make this a “Buy Local” holiday season would be to:

- (1) Buy gift certificates to local businesses and give them as presents to family and friends,
- (2) Adopt an elderly neighbor or a struggling family and give a small gift basket of items from your local businesses,
- (3) Purchase gift certificates and send them with a thank you note to medical workers, teachers, and other essential workers,
- (4) Write a thank you note to a local business owner just to say thanks for being a part of the community.
- (5) Share positive experiences at local businesses as well as their sales and promotions on social media sites,
- (6) Give your server or store clerk a bigger than normal tip,
- (7) Make a small donation to a local not-for-profit that helps your community,
- (8) “Pay it forward” one time this holiday season,
- (9) Drop off a treat to any local medical facility in your community to thank them for all they do and to acknowledge the extra stress they are all going through,
- (10) Say one kind thing to a neighbor, friend, or a stranger you meet in a local store.

Area residents are encouraged to support small businesses in East Allen as well as others across the State of Indiana. “Small businesses not only provide jobs but they help in creating a sense of connectivity with communities by understanding their customers, providing them a desirable service and a personalized shopping experience,” said Matt Crouch, Interim Executive Director of the Indiana Office of Community and Rural Affairs (OCRA). “Each store is one-of-a-kind, and the owners have a passion for their products and downtown. If you need help finding a local store, check out OCRA’s [interactive small business map](#) and start your holiday shopping at these locations.”



About the NewAllen Alliance: The NewAllen Alliance was founded in 1991 to create a unified voice for seven communities in East Allen County, Indiana. The communities of Grabill, Harlan, Hoagland, Leo-Cedarville, Monroeville, New Haven, Woodburn along with Allen County are now collectively implementing downtown revitalization, park, sidewalk, trail, utility, roadway, and housing projects through the *East Allen Rural Revival Regional Development Plan*. NewAllen was designated as an Indiana Regional Stellar Community in 2018. This work is transforming the East Allen region as a place that will retain and attract individuals and families to ensure a thriving future over the coming decades. See more on their efforts at www.newallenalliance.net

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BE LOCAL BUY LOCAL

NEWALLEN STELLAR COMMUNITIES

SMALL SHOPPING BEATS MALL SHOPPING 7:1

SEVEN UNIQUE COMMUNITIES **ONE BOLD VISION**

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