



CHATHAM-KENT  
CHAMBER *of*  
COMMERCE

**Shop Local!  
Shop CK!**

**\*\*FOR IMMEDIATE RELEASE\*\***

\*Chatham-Kent, Ontario, Canada – July 9, 2024\*

**STOP BUYING SO MUCH FROM AMAZON. SUPPORT YOUR LOCAL BUSINESSES INSTEAD**

Amazon’s annual Prime Day sales event is slated for Tuesday and Wednesday of next week and millions of shoppers will certainly flock to the site looking for deals. But Amazon doesn’t need your patronage, the small business down the street does.

Amazon has steadily gobbled up market share even as small businesses around the country have struggled to survive the Covid-19 pandemic lock downs, inflation and rising interest rates and labour costs. Many small businesses have been forced to close and the loss of a small business is never merely economic; it is a loss for the community. A thriving local community is inseparable from a thriving local economy. We have been fortunate to see a number of new businesses open throughout the county in the past several months and we strongly encourage everyone to seek out these new unique ventures to support them through the tough start up years.

The health of a local economy is not simply about maximum efficiency, the allocation of resources or providing goods at the lowest possible price. It is also about the health of a local community and its small businesses, which help cultivate these three things:

**Keeping Money Within The Community**

Shopping at a locally owned small business helps money remain in a local community. When money leaves the community — as when a person shops at Amazon, for instance — the consumer enjoys a short-term benefit, but the community does not.

On the other hand, when citizens patronize locally owned small businesses, it incentivizes the creation of local jobs and encourages the creation of more local businesses.

**Making People Better Citizens**

Small businesses provide opportunities for the ownership of property. When people own property, they develop the habit of thinking about the future and treat local issues with sober attention.

When those without property are surrounded by examples of small, local business owners, they can be inspired to become owners themselves and engage with the community in a similarly attentive way. Large-scale chains and other businesses reduce such opportunities for ownership.

### **Cultivating Trust**

Small businesses help cultivate trust between citizens, while large chains and e-commerce tend to foster anonymity. Trust between citizens is a vital part of a healthy community and is built through reciprocal relationships that are fostered in places like local businesses, where individuals encounter each other and exchange goods and services. In regular face-to-face interactions, trust is built, and trust helps to nurture neighborliness.

Instead of jumping onto the Prime Day bandwagon and shipping your dollars to Amazon, consider buying local. Such a radical act would be a boon to local businesses and would, in the process, strengthen the local communities in which we live.

“As Amazon's 10th Prime Day approaches on July 16 and 17, we encourage you to pause and consider the impact of your purchasing decisions. While Prime Day promises exclusive deals, supporting local businesses is a better choice, when profits stay local, it increases the community's wealth, tax revenue and standard of living, small businesses and local businesses are still the backbone of our economy. They are local people serving local people and are generally committed to staying there, raising their families. After all, most businesses started out as a small, local business and earned the success of growing and expanding. ---BJ Griffith, Chair, Chatham Kent Chamber of Commerce

The Chatham Kent Chamber of Commerce encourages you to choose community over convenience by supporting local businesses for these reasons:

1. **Community Resilience:** Local businesses contribute to the unique character of our neighborhoods. They create jobs, support local families, and foster a sense of community pride.
2. **Environmental Impact:** Choosing local reduces transportation emissions and packaging waste. Support businesses that prioritize sustainability and minimize their carbon footprint.
3. **Quality and Personalized Service:** Local shops offer personalized experiences, expert advice, and unique products. You're not just a transaction; you're a valued customer.

### **How You Can Make A Difference?**

1. **Shop Local:** Explore independent bookstores, boutiques, and cafes. Your purchase directly supports your neighbors and keeps money circulating within our community.
2. **Spread the Word:** Share your favorite local finds on social media. Use hashtags like #ShopLocalShopCK and #SupportSmallBusinesses to amplify their voices.
3. **Attend Local Events:** Check out farmers' markets, craft fairs, and community festivals. These events celebrate our local artisans and entrepreneurs.

### **Amazon Prime Day Alternatives**

While Amazon promises exclusive deals, consider these alternatives:

1. **Local Deals:** Many small businesses offer promotions during Prime Day. Look for special discounts from your favorite local stores.
2. **Support Small Sellers:** Check out those that are promoting their small business on FaceBook or other hyper local social media channels.
3. **Buy with Purpose:** If you shop online, choose platforms that support local artisans and eco-friendly products.

“Remember, every dollar spent locally strengthens our community fabric. Let's celebrate our local heroes—the coffee shop owner, the bookstore owner, the artisan baker. Together, we can build a more resilient, vibrant Chatham-Kent.” Rory Ring, President & CEO, Chatham Kent Chamber of Commerce.

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\*About Chatham-Kent Chamber of Commerce:\*

The Chatham-Kent Chamber of Commerce serves as the recognized voice of visionary leadership for over 350 members and businesses in the Chatham-Kent community. Their mission is to champion business excellence by encouraging business relations, integrating business with the community, and fostering entrepreneurship. They aim to enhance economic prosperity and quality of life for local businesses. You can find them at 54 Fourth St, Chatham, ON N7M 2G21. For inquiries, you can reach them at (519) 352-7540 or via email at [info@chatham-kentchamber.ca](mailto:info@chatham-kentchamber.ca).