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**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE
Monday, September 27th, 2021**

**Greater Kitchener Waterloo and Cambridge Chambers of Commerce Launch “You Gotta Shop Here WR” #YouGottaShopHereWR Campaign**

WATERLOO REGION –Thanks to a [federal grant](https://occ.ca/mediareleases/ontario-chamber-partners-with-federal-government-to-support-shop-local-investment-for-small-business/) provided through the [Ontario Chamber of Commerce](https://occ.ca/), the [Greater Kitchener Waterloo](https://greaterkwchamber.com/) and [Cambridge Chambers of Commerce](https://www.cambridgechamber.com/) are excited to announce the launch of their joint marketing campaign **“You Gotta Shop Here WR”**.#YouGottaShopHereWR will officially run from October 1st, 2021 – January 15th, 2022.

The campaign is comprised of several initiatives designed to help raise awareness around the importance of shopping local and increase spending at businesses in Waterloo Region. The chambers of commerce will work closely with businesses and community partners to help amplify the campaign in the Region.

Local businesses will have the opportunity to submit short videos, which will be shared through the **YouGottaShopHereWR.ca** website and other digital channels such as Instagram and TikTok. The purpose of these videos is to encourage residents to shop local while generating brand awareness for businesses in Waterloo Region.

“Shopping local, especially in times like this, can make all the difference in the world, it inspires local economic prosperity, creates jobs and supports local charities making differences in people’s lives everyday,” said Greg Durocher. “By shopping local, you and I, can build community resiliency and pave our own path to recovery”.

“These past eighteen months have been difficult for everyone, especially for small and medium-sized businesses,” said Ian McLean. “Supporting local businesses is key to economic prosperity in Waterloo Region. That’s why now, more than ever, it is crucial to increase spending, locally so that businesses can stay open and remain on the path to recovery”.

For more information on the campaign and the video submission process, please visit: [www.YouGottaShopHereWR.ca](http://www.YouGottaShopHereWR.ca).

If you or a business you know in Waterloo Region are ready to submit a video, please email the video to: info@yougottashopherewr.ca. \*If the file is too large to send over email, please submit it via Dropbox or WeTransfer to info@yougottashopherewr.ca. Businesses are encouraged to submit a video by: **Tuesday, October 12th.**

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*The Greater Kitchener Waterloo Chamber of Commerce is a strong advocate for continued development of our community and a partner for prosperity. By working together and focusing on initiatives that support growth, members use the services of the Chamber as an important catalyst for their business success. Recognized as a leader in one of Canada’s most forward-thinking business communities, the Chamber is committed to serving, leading and supporting the business community in Kitchener Waterloo.*

*The Cambridge Chamber of Commerce is committed to the enhancement of economic prosperity and the quality of life in Cambridge. A non-partisan organization funded solely by memberships, the Chamber works hard to address concerns of business, provide access to information resources and represent members at the municipal, provincial and federal levels of government. With more than 1,800 member firms, the Chamber's strength is clearly in its hardworking volunteers and committees addressing issues affecting local business and providing practical solutions.*

**Background Information | Shop Local Funding**

The Ontario Chamber of Commerce and Ontario Chamber Network have partnered with the Government of Canada to support small businesses through a new initiative, Shop Local. This $33 million dollar investment across Canada will encourage Canadians to shop local.

As part of this investment, Minister Ng announced that nearly $9 million will be invested in Ontario, through the Ontario Chamber of Commerce, to support businesses as they reopen so they can stay open and thrive in recovery. The funding is provided through provincial and territorial chambers of commerce to support businesses and promote consumer confidence.