Pelham BUCKS initiative encourages residents to share their 'Shop Local' experience

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Pelham, ON – The Town of Pelham, with support from Niagara Region Economic Development, is supporting local business by expanding its Pelham BUCKS initiative.

With the pandemic's economic challenges and its impact on local businesses, the Town of Pelham is launching a new "Shop Local" promotion as part of its Pelham BUCKS program. Residents are encouraged to share how they #shoppelham by posting on social media and providing testimonials and referrals about Pelham businesses for a chance to win Pelham BUCKS.

Pelham BUCKS have a face value of $10 or more and can be used at a wide variety of businesses in Pelham for products or services. Participation in the program is free for the Pelham area, which allows them to be reimbursed for any Pelham BUCKS that they receive and includes a listing on the Pelham BUCKS website with direct links to their business websites.

"There are so many wonderful businesses in Pelham, and having a way for the community to continue to support and engage with them virtually during the pandemic is a great opportunity," said Leah Letford, special events and festivals programmer administering the program. "There is value to business owners in online engagement, and when restrictions lift, the Pelham BUCKS issued as part of the program can be redeemed, putting funds back in the community."

Businesses in Pelham demonstrate a cross-section of the community, with restaurants, service providers, retailers, farming operations, construction and more, adjusting to serve the Pelham community by switching to online, changing capacities or offering curbside pick up.

The share how you #shoppelham campaign will run until February 16. For full details of the contest and Pelham BUCKS program – visit www.pelham.ca/pelhamBUCKS

– 30 –

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