

What is #PurchasedInPA all about?

It's all about SHOPPING LOCAL – Supporting Local Business – Reminding people through a reward - based system about the importance of maintaining relationships with our neighbours.

How it works:

- Business PROVIDES the program with one or more \$100.00 valued Gift Cards/Certificates
- For EACH Gift card received the Chamber purchases a \$25.00 valued Gift Card. *
- Each participating business will be PROMOTED through the local media – The Peak 93.3/The AV News throughout December with multiple mentions. **NEW THIS YEAR**
- Each business will receive a wrapped box for entries to the contest. Businesses will be encouraged to collect entry ballots throughout December. **NEW THIS YEAR**
- #ExplorePortAlberni is participating in the program this year. Each Thursday in December (prior to Christmas) they will do a draw from entries then selecting a local shopper who will be awarded a Gift Basket containing up to FIVE of the \$100.00 gift cards, upwards of \$50.00 worth of Port Alberni Recreation Passes and SWAG from #ExplorePortAlberni. **NEW THIS YEAR**
- On Tuesday, December 31st the Chamber will draw a winner from the group of people who've been 'Caught' shopping locally through December. That person will win a Gift Basket containing Chamber Swag, a locally produced Game-Board, recreation passes and up to FIVE local \$100.00 gift cards. **NEW THIS YEAR**
- Throughout December starting on or about December 1st our staff and volunteers will embark on a tour through town stopping at the participating businesses to locate people supporting the business through purchases. A lucky person will be awarded the \$25.00 gift card for that business that they can use immediately or at a future date.
- All participating businesses will be entered into a DRAW for a \$1500.00 valued Media Kit provided by #ExplorePortAlberni . Any business that provides multiple gift cards will be entered into the draw a corresponding number of times. **NEW THIS YEAR**
 - Media program will be coordinated between the winner and #ExplorePortAlberni with it most likely being developed in the Spring of 2020.
- Social Media will be used extensively throughout the Program with posts leveraged by the Chamber, CPA, #ExplorePortAlberni and the Businesses/Winners themselves.

Tags used:

#PurchasedInPA #ExplorePortAlberni #AlberniChamber #TryHomeFirst #DontBuyFromStrangers

The Chamber is pleased to be working with the City of Port Alberni, #ExplorePortAlberni 93.3 The Peak and the AV News with this program * *Funding for the program is a collective effort*