

Press Release
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FOR IMMEDIATE RELEASE

**In Batavia and Across Illinois,
Shoppers are Encouraged to Stay at Home – and Shop Local**
Supporting Small Business During Pandemic is Crucial for Their Survival

BATAVIA - April 8, 2020 – The Batavia Chamber of Commerce is joining chambers and small businesses across the state of Illinois to launch the ‘IL’ove Local campaign to encourage people to support local businesses during the week of April 11 – 18, 2020. While the Illinois Association of Chamber of Commerce Executives (IACCE) is leading efforts to unite chambers across the state in the initiative, the Batavia Chamber of Commerce is taking a leadership role in our community.

“Our local businesses don’t just happen to fall in the 60510-zip code; they are an integral part – the heart and soul - of the Batavia community. They employ many of our area residents and are active participants in events and charities. Additionally, people from our local and neighboring communities come to Batavia for the unique products and services they provide,” explains Margaret Perreault, president and CEO of the Batavia Chamber of Commerce. “So, we want and need our local businesses to survive this shut-down and we are working tirelessly every day to help see them through this pandemic.”

“People across the state are staying home to save lives, we want to ensure that small businesses can save their livelihoods,” said Lisa Weitzel, President of Illinois Association of Chamber of Commerce Executives. “We are asking neighbors to put their money where their heart is and support the ‘IL’ove Local initiative.”

Each dollar spent at a local, independent business returns [50 times more money](#) to the local economy than shopping at a mega e-retailer. Across Illinois, small businesses provide communities with good jobs, quality service, and the character that makes cities, towns and neighborhoods feel like home.

From Chicago to Carbondale and the Mississippi to Lake Michigan, Illinois chambers are coming together sharing resources, building community and uniting to create the week-long initiative designed to drive business to our small businesses. Collectively small, local businesses are the [states' largest employer](#). Small businesses employ [more than half of working class](#) in the United States.

WHAT SHOPPERS CAN DO

- Follow social distancing guidelines and stay home as much as possible.
- Buy Local. Find out if your favorite local store has an online shop or reach out to them to find out how you can purchase now for pick up later.
- Buy gift cards to use later.
- Take online virtual classes from your favorite local business.
- Get takeout/delivery - Tip big!
 - Consider contributing to [Taking Care of the Caretakers Batavia Go Fund Me](#); you will help your local restaurants as well as the people who serve us all.
 - Buy gift cards from local businesses for your favorite waiter/waitress/bartender.
- Like and share your favorite local businesses social media post.
 - Once you've purchased a gift card or meal, take a picture of it, share it on your social media and hashtag #IloveIllinois
 - OR use #shopsmall #shopillinois #Illinoisstrong #AllInIllinois
 - Write positive reviews on social media about your favorite local stores, services and restaurants. Spread some love!
- Maintain your memberships – this is critical for keeping these organizations around for when you need them in the future.
- Check out chamber links and directories for a one-stop shop in shopping small, of all the ways to support independent Illinois businesses in your backyard.
www.IllinoisLoveLocal.com

This is a partnership led by the Illinois Association of Chamber of Commerce Executives, with participation from Chambers of Commerce across Illinois in support small business across the state. The Illinois Association of Chamber of Commerce Executives was established in 1915 and serves over 130 chambers of commerce and their professional staff throughout the state. IACCE supports the development of chamber professionals by creating opportunities for growth and recognition.

More information on the 'IL'ove Local campaign can be found at www.IllinoisLoveLocal.com.

About Batavia Chamber of Commerce:

A local business-centered organization, the Batavia Chamber of Commerce sponsors or is involved with several annual Batavia events, including the Annual Mayor's Breakfast, Citizen of the Year/Ole Awards Event, and much more. The president and CEO is Margaret Perreault. Membership and information about upcoming Chamber and community events are available online at bataviachamber.org or by calling (630) 879-7134.

Hashtags: #ILoveLocal #AllInIllinois #ShopLocal #ShopSmallBusinesses #IlovelocalBatavia

#smallbusinesslove

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