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## **PRESS RELEASE:**

### **Yellowknife Chamber of Commerce Encourages Consumers To Participate In The Big Spend On July 25, 2020**

**Yellowknife, NT - July 13, 2020** - The Yellowknife Chamber of Commerce has registered the Yellowknife business community for The Big Spend, a one-day national shopping event designed to generate a \$100 million spend to benefit local economies across Canada.

We're asking Yellowknife consumers to take action by joining thousands of Canadians in making a purchase at one of the many fine Yellowknife small businesses on July 25<sup>th</sup>, 2020 and recording your purchase on [www.thebigspend.com](http://www.thebigspend.com). The Big Spend will be mapping spending across Canada and releasing information on the economic impacts of this initiative. Let's show Canada how much we support our local business community!

"Yellowknife businesses have made substantial investments to safely provide their products and services to consumers. After struggling through months of decreased sales, unpredictable labour challenges, and complex regulatory and compliance rules, Yellowknife businesses have demonstrated their resilience," said Tim Syer, President of the Yellowknife Chamber of Commerce. "Shopping local and supporting local businesses is a practical step we can all take as part of a larger action plan for economic recovery in Canada."

The Big Spend is an initiative of Leading Influence, a national not-for-profit organization. This is a non-partisan, non-political initiative intended to benefit communities across Canada.

The Big Spend has made a number of free promotional tools available for businesses and consumers that will be distributed by the Yellowknife Chamber of Commerce. This includes window decals for our membership to display in their storefronts.

Please contact our Programs Coordinator, Samantha Stuart, by emailing [programs@YKChamber.com](mailto:programs@YKChamber.com) to receive promotional material to help spread the word. All participating businesses will be entered into a draw for a flight voucher with our Platinum Sponsor, Canadian North.

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