



# SPEND LOCAL TO HELP REVIVE CANADA.

Local small businesses makes our communities run. They support community events and sponsor sports teams. They also provide nearly 70% of all private sector jobs in Canada.

They have been hit hard by the COVID-19 pandemic, and we want to support their recovery in the same way they have supported our communities time and again.

So, we are organizing a one-day event called the Big Spend. **On July 25, be part of helping to revive the Canadian economy** by making an intentional purchase at a local small business of your choice.

## 3 STEPS TO BE PART OF THE BIG SPEND

### 1. BUY LOCAL

On July 25, make an intentional purchase at a local small business of your choice.

### 2. REPORT YOUR SPEND

Add your name to our Big Spend list at [thebigspend.com](http://thebigspend.com) so we can map spending across Canada and track the economic impact we're making together.

### 3. SHARE THE NEWS

Share a story or photo about where you made your Big Spend on Facebook or Instagram! Use hashtag **#TheBigSpend** or **@TheBigSpend**

## HELP US GET THE WORD OUT!

Go to [www.thebigspend.com](http://www.thebigspend.com) to get updates and a media package to tell your networks. Or find us **@TheBigSpend** on your social channels.