



FOR IMMEDIATE RELEASE

PUT YOUR MONEY WHERE YOUR HEART IS SHOP LOCAL - AN INITIATIVE TO SUPPORT LOCAL MERCHANTS DURING THE OFF SEASON.

If you choose to do your holiday shopping in the township of Southold this year, you will make a direct, positive impact on the community.

“Whether it is tipping a bit more at a restaurant, picking up a gift card, visiting a local store or shopping curbsides,” said Richard Vandenburg, President of Greenport BID and Greenport Harbor Brewing Co. co-founder. “We say ‘shop local’ every year— that is nothing new; but people really need to dig deep and think about every neighbor in their community and how the pandemic has affected them. People need to think outside the box. Don’t do it the easy way with click and ship.”

For businesses both big and small, the next few weeks will be critical. The holidays are also the perfect time to get out and explore, to visit a different area town or drop by a new store or restaurant. Each community on the North Fork has a unique feel and shops you won’t find anywhere else.

“This is our community. Shopping locally is one more way to support the values you’ve invested in by choosing to live here,” Vandenburg added. “To me this is not about business or money, it is really about supporting your neighbor.”

Vandenburg said throughout the pandemic there has been emphasis on the important role of our frontline healthcare and service workers. By shopping locally, consumers can put themselves on the frontline of protecting the area’s economy.

Back in the spring, Mr. Vandenburg and the brewery’s co-founder John Liegey teamed up with Jamie and Bob Mills of William J. Mills & Co. Sailmakers to develop and produce face shields for local hospitals, first responders, and community outreach volunteers. In collaboration with Mark Miller, former owner of Miller Environmental and Bob Gammon, co-owner of Woodside Orchards in Jamesport and co-lead advisor for the Southold/Greenport robotics team, the businesses started a GoFundMe, hoping the community would step up and contribute to this worthy cause. They raised \$28,000 in three days.

“Our business owners are being as optimistic as possible. They have put in all the safeguards that are necessary to make people comfortable shopping in-person and created opportunities for online and curbside services too,” Vandenburg said.

“At the end of the day, the presents you give should be local purchases that you are giving.”

Contact: Linda Sweeney
North Fork Chamber of Commerce
631-765-3161
Nfchamberofcommerce@gmail.com