



For immediate release

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HELP GROW YOUR COMMUNITY: BUY LOCAL

West Palm Beach DDA and CRA encourage residents to shop locally

WEST PALM BEACH, Fla. — In a city where residents can walk or bike to many of their favorite shops and restaurants, the **West Palm Beach Downtown Development Authority (DDA)** and **Community Redevelopment Agency (CRA)** are encouraging residents and visitors to buy locally. To make that happen, the DDA and CRA worked together to launch a *Buy Local* campaign in Downtown West Palm Beach, Northwood Village and their surrounding areas – complete with events, contests, discounts, T-shirts and tote bags for ‘locals’ – in an effort to educate people on the many benefits of shopping close to home. The campaign will kick off on Thursday, June 23 from 6 p.m. to 9 p.m. with festivities at Clematis by Night, and at the Art & Wine Promenade on June 24 from 6 p.m. to 9 p.m.

“We have fresh, top-notch goods and services produced here in our own backyard, so we should be purchasing these to keep our money within the community,” said Raphael Clemente, interim director of the DDA. “Buying locally has a great economic impact on the area and increases its overall value by creating jobs, reducing our environmental footprint and encouraging local success, which ultimately leads to better quality for the consumer.”

To help push this message, the DDA and CRA want residents to share the stories behind their favorite shops in Downtown West Palm Beach and Northwood Village. Maybe Nowlin Flower Shop has the best selection of Florida blooms, Native Outfitters carries their favorite fishing apparel, or The



Sanctuary Salon's staff spent extra time to help them pick out the perfect gift.

The DDA and CRA will start accepting submissions for the favorite shops on June 16. Two winners will be chosen – one from Downtown West Palm Beach's Clematis District, and one from the CRA district's Northwood Village. The winning entries will earn the storytellers a \$50 gift certificate to the store they featured as their favorite. To submit a favorite Downtown shop, email the name of it and your reason to jxie@westpalmbeachdda.com. To enter a Northwood shop, email KVolman@wpb.org your top pick. The deadline for submissions is June 30.

For more information about the Buy Local campaign or Downtown West Palm Beach, contact the DDA at (561) 833-8873 or visit WPBGO.com. For more information about the CRA district and the campaign, call (561) 822-1550 or visit wpbcra.org.

About the Downtown Development Authority

The West Palm Beach DDA is an independent taxing district created in 1967 by a special act of the Florida Legislature. Its mission is to promote and enhance a safe, vibrant Downtown for our residents, businesses and visitors through the strategic development of economic, social and cultural opportunities.

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