



**FOR IMMEDIATE RELEASE:**

**Contact: Consuella Caudill 540.343.1508**

**ccaudill@vintonva.gov**

**VINTON TOWN COUNCIL LAUNCHES BUY VINTON CAMPAIGN**  
***Buy Vinton Encourages Local Spending to Boost Vinton's Economy***

November 14, 2011--Today, Vinton town staff will hit the streets to encourage businesses to participate in the Buy Vinton campaign to encourage economic recovery in the Town of Vinton. The Buy Vinton campaign is a pro-active and practical approach for connecting the businesses of Vinton with the buying power of the local community. The campaign has a simple goal – to encourage shoppers to keep their business local this holiday season. Buy Vinton is a collaborative effort that hopefully puts aside the independent business owners' competitive nature and encourages us all to adopt a truly cooperative mentality. "Vinton has always been supportive of its businesses. This is just another way to show our loyalty to those businesses, even in such challenging economic times," said Mayor Brad Grose.

Today, the Town of Vinton website, [www.vintonva.gov/buyvinton](http://www.vintonva.gov/buyvinton) will go live, allowing businesses in the town to have a listing on a searchable website, which will launch to consumers and the community on November 26, 2011. Each Town of Vinton active business license holder will receive:

- Listing on the searchable website [www.vintonva.gov/buyvinton](http://www.vintonva.gov/buyvinton)
- Subscription to a quarterly email newsletter keeping you up to date on the campaign
- Invitation to the kick-off event on November 27, 2011
- Email blasts to local residents inviting them to shop locally and educating them as to the benefits
- Participation in upcoming networking and marketing events

According to research by the [3/50 project](#), for every \$100 spent at a locally-owned business, \$68 goes back into the community and local tax base, and for every \$100 spent at a non-local chain store, only \$43 comes back to the local area. Spend it online at a non-local merchant and nothing comes to our community.

The Town of Vinton and Vinton Area Chamber of Commerce conceived the idea of a "Buy Vinton" campaign targeted at the residents of Vinton and the surrounding community. The campaign goal is to motivate the residents in Vinton to support small businesses and buy local! Assistant Town Manager and Director of Economic Development, Consuella Caudill is the catalyst behind the campaign. At the Mayor's State of the Town Address, he unveiled his Partnership initiative. This comprehensive plan is designed to identify partnerships to help create jobs, provide economic stimulus, connect residents with vital resources and information and ensure that Vinton remains on track for a vibrant future. Buy Vinton, a partnership with the Vinton Area Chamber of Commerce, is intended to be a multi-year program that educates the public and local businesses supports and strengthens locally-owned businesses and local jobs and keeps more dollars spent in our community.

"We encourage all our residents to buy local first this holiday season," said Consuella Caudill, Economic Development Director for the Town. "That means first buying the items we want and need at locally owned stores in order to maximize the benefits for our community."

Buying local helps build more prosperous and healthier communities on several fronts. It:

- Strengthens the local economy: Local business owners buy more often from other local businesses. Therefore, the money spent is retained in the community.
- Creates a healthier environment: Buying items made closer to home cuts down on fossil fuel use, reducing the carbon impact. Reduced transportation costs can also mean more affordable goods.
- Retains local flavor: Experiences at local establishments are completely unique, expressing the local flavor of the area.
- Increases community involvement: Local business owners are more likely to get involved in and contribute to community when they know the community supports them.

For more information about the Buy Vinton program, visit [www.vintonva.gov/buyvinton](http://www.vintonva.gov/buyvinton)