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Chamber, Downtown Partnership, Winston-Salem Mayor Announce Expanded Economic Development Initiative

Winston-Salem, NC (November 23, 2011) – Representatives of the Winston Salem Chamber of Commerce, Downtown Winston Salem Partnership, and City of Winston-Salem today announced an economic development initiative to create jobs and expand the local economy, unveiling a new “Buy Local” logo and encouraging residents to shop and dine at local businesses the Saturday after Thanksgiving and throughout the next year.

“Residents who shop, dine, and buy services from businesses located in Winston-Salem are helping to create jobs for their friends and neighbors and make our local economy stronger,” said Mayor Allen Joines. “They are playing an important role in making Winston-Salem a vibrant economic center of Northwest North Carolina.”

Mayor Joines unveiled a proclamation encouraging residents to shop at local stores on the Saturday after Thanksgiving.

“When you stay off the Internet and out of the catalogues, and actually purchase goods and services from local businesses, you help grow our economy and support local workers,” said Gayle Anderson, president and CEO of the Chamber. “We want everyone to find at least one new local supplier next year, to visit one new restaurant in the next week, and to go to local retail stores for their holiday purchases.”

“Locally-owned businesses can thrive in downtown Winston-Salem and throughout our community when people shop there and when they come to local restaurants during the week as well as on the weekend,” said Michael Suggs, chairman of the Downtown Winston-Salem Partnership. “Downtown is the heart of our community, and we want everyone to come there for dining, shopping, and entertainment.”

The Buy Local campaign has developed a logo that emphasizes finding local businesses for shopping, dining, and for services (please see attached). More information about the importance of buying locally may be found on the Chamber’s website www.winstonsalem.com/buylocal.aspx.

About the Chamber

The Winston-Salem Chamber of Commerce is the destination for businesses and organizations of all sizes seeking insights, ideas, and initiatives that can help them be strong, healthy, and prosperous. Representing nearly 1,800 area businesses, the Chamber provides business development assistance, programming and events, and advocacy to support local businesses and improve our economy. Through proactive engagement with the business community, intelligent and clear analysis of the business environment, and a commitment to comprehensive economic development, the Chamber is dedicated to enhancing our community’s future.

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