



FOR IMMEDIATE RELEASE: NewAllen Alliance 2021 Be Local Buy Local Campaign

EAST ALLEN COUNTY, IN, December 9, 2021 – The NewAllen Alliance is collaborating with locally owned businesses across East Allen County on the 2021 Be Local Buy Local Campaign. The purpose of this campaign is to ask the East Allen Community to support locally owned small businesses this holiday season. In order to promote the campaign, several businesses in Grabill, Harlan, Hoagland, Leo-Cedarville, Monroeville, New Haven, and Woodburn will be distributing free reusable shopping bags to patrons between December 11th to the end of the year. Funding for the initiative has been received from the Indiana Office of Community and Rural Affairs and is being administered by Allen County.

According to Kristi Sturtz, the NewAllen Alliance Rural Liaison, “Through the region’s Indiana Stellar Communities Designation, the East Allen communities are working to create a welcoming environment for their small businesses to thrive. The Be Local-Buy Local Initiative is designed to complement this work by marketing these small-town businesses. It is a way to invite the Northeast Indiana region into their communities and to promote from within.”

Some simple ideas to make this a “Buy Local” holiday season would be to:

- (1) Buy gift certificates to local businesses and give them as presents to family and friends,
- (2) Adopt an elderly neighbor or a struggling family and give a small gift basket of items from your local businesses,
- (3) Purchase gift certificates and send them with a thank you note to medical workers, teachers, and other essential workers,
- (4) Write a thank you note to a local business owner just to say thanks for being a part of the community.
- (5) Share positive experiences at local businesses as well as their sales and promotions on social media sites,
- (6) Give your server or store clerk a bigger than normal tip,
- (7) Make a small donation to a local not-for-profit that helps your community,
- (8) “Pay it forward” one time this holiday season,
- (9) Drop off a treat to any local medical facility in your community to thank them for all they do and to acknowledge the extra stress they are all going through,
- (10) Say one kind thing to a neighbor, friend, or a stranger you meet in a local store.

About the NewAllen Alliance: The NewAllen Alliance was founded in 1991 to create a unified voice for seven communities in East Allen County, Indiana. The communities of Grabill, Harlan, Hoagland, Leo-Cedarville, Monroeville, New Haven, Woodburn along with Allen County are now collectively implementing downtown revitalization, park, sidewalk, trail, utility, roadway, and housing projects through the *East Allen Rural Revival Regional Development Plan*. NewAllen was designated as an Indiana Regional Stellar Community in 2018. This work is transforming the East Allen region as a place that will retain and attract individuals and families to ensure a thriving future over the coming decades. See more on their efforts at www.newallenalliance.net



**SMALL
SHOPPING
BEATS MALL
SHOPPING**
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SEVEN UNIQUE COMMUNITIES **ONE BOLD VISION**



Contact:
Kristi Sturtz, AICP
NewAllen Liaison
(260) 433-9366
kristi@sturtzpmg.com