



When it comes to showing “Love for Local” Newmarket Knocks It Out of the Park! Newmarket Chamber Thanks Community for Resounding Support During Campaign

March 4, 2022, Newmarket, Ontario – Thinking, shopping and supporting. When it comes to local businesses, the Newmarket Chamber of Commerce’s latest “Shop Local” campaign aimed to get the Newmarket community to do all three.

In addition to a large collaboration with the Town of Newmarket, the Chamber teamed up with a variety of local businesses, from content creators to couriers, printers, promotional companies and so many more. It was all in the spirit of supporting local and strengthening awareness about the positive impacts, says Chris Emanuel, President & CEO of the Newmarket Chamber of Commerce.

Divided into two phases (holiday and recovery), the campaign kicked off with the popular “Choose Newmarket” contest, a collaboration between the Town and Chamber now in its third cycle. The 2021-2022 contest generated twice the number of entries received in 2020, with roughly 600 entries amounting to more than \$70,000 in spending at local businesses.

Alongside those efforts, the Chamber and Town launched “Choose Newmarket” magazine, designed to highlight some of the many businesses and great go-tos for shopping and dining. The magazine was available at various local businesses, town facilities and was distributed to 10,000 area homes via the Newmarket ERA newspaper.

In addition, approximately 100 businesses—predominantly merchants and restaurants—also received promotional “Choose Newmarket” items. Business owners across Newmarket donned “Choose Newmarket” shirts, gave out tote bags, placed their clings in storefront windows and wrapped packages with stickers boasting the love local message.

Post holidays, the campaign shifted to focus on economic recovery through small shifts in spending habits. “Our goal throughout this campaign has been to remind people there are fantastic options across Newmarket—and you can find it all here,” says Emanuel, adding it’s not an ‘all or nothing’ approach. “If Newmarket’s roughly 28,000 households spent just \$25 extra a month at local independent businesses, it would amount to an additional \$700,000 flowing into our economy. That concept formed the #25tothrive message seen in the second half of the campaign.



One of the biggest showstoppers of the campaign has been the Newmarket Love Local sign. Designed to encourage the Instagram crowd to help spread the word online, the movable sign currently resides at Magna Centre. It's set to make appearances across town to keep the momentum and message going.

“This campaign has set the foundation for some incredible things,” says Emanuel. “Everything we do from here—like our Love Local Home Show & Festival coming up May 14th and 15th—will build on it. We’ve created something special.”

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About the Newmarket Chamber

The Newmarket Chamber has been part of the Newmarket community for more than 160 years. As a not-for-profit business organization our approach is built on key pillars we think make the world a better place to live: economic vibrancy; civic leadership; and social responsibility. These values underpin everything we do, from our events to our programs, services and initiatives. Discover why so many local businesses are part of the Chamber. Check us out on our socials and at newmarketchamber.ca