



# NEWS RELEASE

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## **WEEK ENCOURAGES RESIDENTS TO BUY LOCAL**

Tis the season to think about gift giving, and with shopping on many people's minds, why not invest in the community and buy local right here in the Township of Langley?

November 28 to December 4 is BC Buy Local Week, and with thousands of licensed businesses operating in the Township, most of which are small, local business, it will be easy – and rewarding – for residents to support their local stores and services.

"The Township is full of unique, successful businesses that offer exceptional products and services," said Val Gafka, the Township of Langley's Senior Manager of Corporate Administration. "We really encourage people get out and explore, to discover what can be found in our own backyard during BC Buy Local Week."

BC Buy Local was started by a Lower Mainland business owner as a grassroots initiative in 2008. The following year, the not-for-profit organization LOCO BC was formed to highlight locally owned, made, and grown products and to enhance the local economy by advocating local purchasing.

Now, several municipalities, including the Township of Langley, participate in the annual BC Buy Local Week to showcase how local businesses keep communities and their economies strong.

"The goal of BC Buy Local is to showcase the local market and make BC-based businesses, products, and foods more visible to consumers," said Gafka.

"There is a lot to be gained by shopping locally," she added. "Local businesses create good jobs, contribute to our tax base, support local charities, and put the dollars they make back into our community by using the services and products of other local companies. There is a positive ripple effect that greatly contributes to our municipality's healthy economic climate."

"For every \$100 a consumer chooses to spend at a local business, \$46 is recirculated back into the local economy," Gafka said. "And from an environmental standpoint, shopping locally reduces the need to transport people and goods, which reduces our carbon footprint."

"As well, there is a sense of pride that comes from knowing what you are serving your guests or using in your home was grown or made in your own hometown," she added.

Residents can support the BC Buy Local movement by simply choosing to spend their money within the community during the Week.

“Each of Langley Township’s communities has a number of unique services and specialty stores that are well worth visiting, in addition to the Willowbrook Regional Town Centre, one of the largest retail areas in the Lower Mainland,” Gafka said.

Residents are encouraged to think local by shopping and supporting locally-owned businesses through the campaign week ... and year-round too!

For more information about BC’s Buy Local Week, visit [locobc.com](http://locobc.com).

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