

For Immediate Release
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Shop Local Campaign with Big Reward for Consumers Aims to Help Industries Most Affected by COVID-19

PALM BEACH GARDENS, Fla. – Spending money at your favorite local business may lead to more money in your pocket. Powered by the Palm Beach North Chamber of Commerce and in a partnership with Palm Beach North municipalities, **#ilovelocalPBN** is a month-long shop local campaign that encourages consumers to support the Palm Beach North businesses that have been affected most by the COVID-19 crisis.

Here's how it works: spend \$100 or more at a local Palm Beach North business within the retail, hospitality or personal care services industries, send a photo of the receipt to info@ilovelocalpbn.com, and you will be entered into a random drawing on July 31 where one lucky winner will win \$1500.

Don't want to spend \$100? The campaign is also encouraging consumers to "show their love" for local businesses through social media by sharing a photo with the business's sign or logo on various platforms using the hashtag #ilovelocalPBN and tagging @pbnchamber.

"As the voice of the business community, we knew we had to do something to support the local market," said Noel Martinez, President & CEO of the Chamber. "Local businesses, especially in retail, hospitality and personal care services industries, have been hit hard and are now navigating how to grow their business during these challenging times."

The campaign kicks off on July 1 and a winner will be selected on July 31.

"Now more than ever, our local and small businesses need the Chamber and are looking to us for leadership," said Martinez. "We are hopeful this campaign will bring the community together. We have to look out for one another during these difficult times. I am so proud of how our municipalities have stepped up to help fund this campaign."

The Palm Beach North region includes ten (10) municipalities: Juno Beach, Jupiter, Jupiter Inlet Colony, Lake Park, Mangonia Park, North Palm Beach, Palm Beach Gardens, Palm Beach Shores, Riviera Beach and Tequesta. To learn more about #ilovelocalPBN, visit ilovelocalpbn.com.

About Palm Beach North Chamber of Commerce: The Palm Beach North Chamber of Commerce is one of the largest and most active business organizations in Southeast Florida. Serving businesses in the ten (10) municipalities that make up Palm Beach North, the Chamber fosters a partnership of private, public, educational and civic organizations working together to ensure Palm Beach North is Florida's "Prosperity Coast". The Chamber's four strategic imperatives are: A Prosperous Economy, High Quality of Life for all residents, a Smart and Connected Region, and Regional Leadership. For more information visit: www.pbnchamber.com.

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