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MEDIA RELEASE

For Immediate Release

SUPPORT LOCAL INITIATIVES ON THE WAY FOR LANTZVILLE

Lantzville, BC – As businesses adjust to the new normal of plexiglass barriers, occupancy limits and other challenging health and safety guidelines, the District of Lantzville is funding initiatives to assist businesses reopening and continuing to operate in the wake of COVID-19.

The District of Lantzville has sponsored a community page on Support Local BC. Lantzville businesses can now register to sell electronic gift cards, without incurring sign up or payment processing fees. The platform streamlines the process for businesses that may not be able to issue gift certificates and promotes them on a central community page where they receive the full value of each purchase.

“Many of our food, retail and personal service providers are acutely impacted by the pandemic. The gift card platform is one way we can facilitate local spending in an environment of physical distancing,” said Mark Swain, Mayor of the District of Lantzville.

In tandem with the Support Local BC platform, the District is also working to champion local businesses through the Community Pridemark. The Pridemark – *Lovable, Livable Lantzville* – is inspired by Lantzville’s small-town, family-friendly atmosphere and serves to symbolize the community’s pride of place.

“There are so many unique, entrepreneurial businesses in Lantzville, it’s just a matter of shining a light on them. The Pridemark is being provided as a way to highlight our independent operators, and we’re asking residents to look for the Pridemark when they shop,” said Jolynn Green, Chair of the Economic Development and Sustainability Committee.

One of the ways the District intends to encourage this is through the Community Pridemark Challenge. Customers who share photos of Lantzville businesses using the Pridemark on Facebook, and tagging **#SupportLocalLantzville**, will be entered into a draw for one of four \$25 Support Local BC gift cards.

The District will be undertaking more actions over the summer to promote the Support Local BC platform and encourage local spending – including mailing out a temporary business directory to residents, and mounting banners promoting ‘Support Local, Shop Lantzville’ at Municipal Hall.

To purchase a gift card or register your business on the Support Local BC platform, visit: supportlocalbc.com/collections/lantzville.

More details on the Community Pridemark Challenge can be found on the District’s Facebook page.

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