

Greene Co. (/section/NEWS02)

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Campaign pushing consumers to ‘Buy Local’

WAYNESBURG – The Buy Local, Buy Greene campaign is a unified effort to build awareness of the importance of supporting locally owned businesses. Studies show \$100 spent at a local business generates \$68 in revenue for the local community versus only \$43 in revenue for that same amount spent at chain stores.

During the recent Waynesburg Prosperous & Beautiful Holiday Open House, shoppers pledged their support to Buy Local, Buy Greene. Nearly 50 people promised to spend more of their money each month at locally owned businesses by pledging to spend a total of \$4,829 a month at local establishments.

The following organizations have teamed up to launch the campaign: Community Bank, Greene County Conservation District, Greene County Tourism, University of Pittsburgh Small Business Development Center, Waynesburg Area Chamber of Commerce, Waynesburg Prosperous & Beautiful and Waynesburg University Center for Research and Economic Development.

If interested in getting the economic facts behind Buy Local campaigns or to pledge support, visit: <http://www.waynesburgpa.org/buylocal.html>.

For more information, call Buy Local, Buy Greene chairperson Lindsey Biddle at 724-627-9151.

The ultimate goal of the Buy Local, Buy Greene campaign is to change buying habits and unite the community by combining two of Greene County’s greatest resources: local consumers and local businesses. The Buy Local, Buy Greene committee’s message is that by enjoying what local businesses offer, the local economy is strengthened by experiencing and tasting what can only be found in Greene County. Consumers have a choice of where they eat, shop and do business.

The Buy Local, Buy Greene committee urges local consumers to “Choose Greene!”