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Buy Nearby Guy Aims to Stimulate Michigan Retail Sales, Create Jobs

BY LEAH BENOIT



Michigan shoppers can expect to see the "Buy Nearby Guy," a new face displayed in retail outlets throughout the state in the coming months. The campaign, created by the Michigan Retailers Association, seeks to encourage local purchases while supporting area communities.

Buy Nearby Guy is an 8-foot-tall representation of a shopping bag of Michigan. The persona will be seen at local stores, downtowns, shopping centers, and community events in the coming months as part of MRA's year-round campaign to encourage local purchases and stimulate the state's economy.

"Retail purchases made right here in Michigan have a monumental impact on our local communities, and we now want to show just how positive those purchases can be," says James P. Hallan, president of MRA, which introduced the mascot at news conferences today in Detroit and Grand Rapids.

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Campaign urges shoppers to Buy Nearby

by Allison Scott

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Allison Scott
Allison is a reporter for 7&4 News.

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Michigan Retailers Association said Buy Nearby campaign reminds people to spend their money locally.

How to Pump \$2 Billion Into Michigan Economy? Buy Nearby Guy Urges Making Purchases Locally

By Emily Lawler (MLive)

July 23, 2014

LANSING - Michigan's economy could see a boost of nearly \$2 billion if consumers made 1 in 5 purchases from local companies, according to a report released by the Michigan Retailers Association (MRA) as part of its "Buy Nearby" campaign today.

The MRA released "Buy Nearby Guy," an 8-foot-tall blue Michigan-shaped shopping bag mascot - that was made in Michigan, of course. The mascot, who gave the thumbs up at three press conferences on Wednesday, will make appearances at events around the state to remind Michiganders to buy local.

AND TRAVERSE COUNTY -- A statewide campaign to promote local businesses is coming to Traverse City.

The mascot, Buy Nearby Guy, is a shopping bag in the shape of Michigan, colored blue to mirror Michigan's lakes and skies.

The Michigan Retailers Association said this campaign reminds people to spend their money locally, just in time for Friday's Downtown Street Sale.

"The purpose of the campaign is really to get people to think about purchasing locally, keeping the dollars that they spend so they can be reinvested in the community," said Jim Hallan, President and CEO of Michigan Retailers Association. "Buy Nearby is a good feeling campaign to remind people spend your dollars locally."