

August 2015

Dear Legislator:

“Get Caught Blue-Handed Day” – an important part of Michigan Retailers Association’s statewide “Buy Nearby” campaign – is fast approaching. On **Saturday, October 3**, Michigan shoppers can get special deals, explore wonderful stores and win prizes by buying nearby and “getting caught” helping their communities and the state’s economy.

This package of information will provide you with everything you need to know about Buy Nearby and Get Caught Blue-Handed Day. We encourage you to help spread the word to your constituents through your newsletters, social media, public appearances and comments.

Simply put, Buy Nearby is a type of “shop local” program for our entire state. Now in its third year, it’s designed to encourage Michiganders to buy from retail businesses in Michigan so more of those dollars stay in our local communities and state economy to benefit everyone. It’s a nonpartisan, feel-good campaign that touches the life of every one of your constituents. There’s even a giant mascot, “Buy Nearby Guy,” who visits communities across the state throughout the year to thank and remind shoppers that it matters a great deal where they spend their hard-earned money.

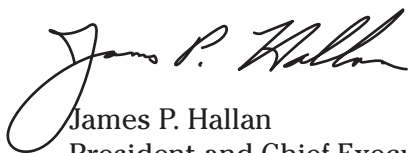
In this packet you’ll find:

- A Buy Nearby lapel pin
- A Buy Nearby mini “stand up” poster for desk or table
- A fact sheet
- A colorful infographic showing the economic importance of Buy Nearby
- Sample articles for your constituent newsletters
- Social media tools
- “What is Get Caught Blue-Handed Day?”
- Newsclips on Buy Nearby
- Buy Nearby Guy’s “Thank You” card
- A card explaining how shoppers can win cash prizes by posting photos buying nearby.


The print materials in this packet also have an **electronic copy** available for download at www.BuyNearbyMI.com/legislators.

Thank you for taking the time to look through this packet. Feel free to contact us at BuyNearbyMI@retailers.com or call Amy Drumm at 517.372.8919 with any questions.

Sincerely,



James P. Hallan
President and Chief Executive Officer



Amy Drumm
Director of Government Affairs