

STATE OF MICHIGAN



CERTIFICATE OF PROCLAMATION

ON BEHALF OF THE PEOPLE OF MICHIGAN

I, Rick Snyder, governor of Michigan, do hereby proclaim

October 7-8, 2017

BUY NEARBY MICHIGAN WEEKEND

WHEREAS, Buy Nearby is an ongoing, year-round campaign, launched by Michigan Retailers Association to benefit Michigan communities and their retail businesses; and,

WHEREAS, the campaign, now in its fifth year, encourages Michiganders to buy from retail businesses near where they live, work, vacation or visit in Michigan so more shopping dollars stay in our local communities and state economy; and,

WHEREAS, Buy Nearby strives to bring a "Pure Michigan" feeling to shopping and get shoppers committed to buying nearby in Michigan; and,

WHEREAS, retailing is responsible for 850,000 jobs in Michigan, and if shoppers commit to buying nearby in Michigan we can create more local jobs through increased local purchases; and,

WHEREAS, Michigan shoppers would create an additional \$9 billion in economic activity and nearly 74,000 new jobs amounting to \$2.5 billion in additional wages if everyone practiced Buying Nearby; and,

WHEREAS, each purchase made when someone buys nearby in Michigan keeps more money within Michigan communities, which improves the vitality of Michigan's local economies and their quality of life and directly supports our communities, our schools, and our infrastructure; and,

WHEREAS, the year-round Buy Nearby campaign has designated October 7 and 8, 2017, as "Buy Nearby Weekend," a two-day observance for all to celebrate local communities and their retail businesses; and,

WHEREAS, communities and retailers are encouraged to offer special events and other promotions to encourage local shopping and stimulate Michigan's economy on Buy Nearby Weekend; and,

WHEREAS, residents are encouraged to go shopping with family and friends and support their communities and local retailers by posting photos and comments on social media; and,

WHEREAS, Buy Nearby Weekend will demonstrate that buying nearby can be fun and rewarding to local communities and consumers;

NOW, THEREFORE, I, Rick Snyder, governor of Michigan, do hereby proclaim October 7-8, 2017 as Buy Nearby Michigan Weekend in Michigan.



Rick Snyder
Governor

