

Buy Nearby 2018 Fact Sheet

The Buy Nearby campaign is Michigan Retailer's shop-local initiative to educate consumers on the importance of keeping shopping dollars in Michigan – and making them feel good about keeping their money in the Mitten!

The campaign runs throughout the year and is formally celebrated on the first weekend in October, called “Buy Nearby Weekend,” which is Oct. 5-7, 2018. The special shopping weekend will include a contest to get shoppers into retailers' stores and showing off their purchases on social media.

Our mascot, Buy Nearby Guy, is a shopping bag in the shape of Michigan. He's a popular fixture at festivals, parades and farmers' markets around Michigan. You can follow him on Twitter (@BuyNearbyMI).

The official hashtag is #buynearbymi – which matches our website, <http://www.buynearbymi.com/>. You can also find us on Facebook (fb.com/BuyNearbyMI) and Instagram (@mibuynearby).

Here are some facts about the impact of “buying nearby”:

- In addition to promoting the value of shopping at Michigan retail businesses, the Buy Nearby campaign is designed to be an economic driver for the state. In 2017, Michiganders sent \$18.5 billion out of state – money that could have made a difference in creating jobs and boosting our communities' vibrancy.
- With 116,000 stores, Michigan's retail industry employs about 877,000 workers and pays \$21.6 billion in wages each year.
- If Michigan consumers switched just one in 10 of their purchases from out-of-state merchants to Michigan businesses, our state would gain more than \$1.2 billion in increased economic activity and 10,600 new jobs. Wages would increase by more than \$350 million.

The Buy Nearby campaign was created by the Michigan Retailers Association and launched in April 2013. The 2018 campaign is sponsored by DTE Energy (title sponsor) and Retailers Insurance Company (supporting sponsor).

