

Buy Nearby 2020 Talking Points

If you're doing a Buy Nearby/shop-local promotion in your downtown, you need to convince not just the media to cover you, but shoppers to participate! Here are some talking points:

The Buy Nearby campaign is a statewide shop-local initiative by the Michigan Retailers Association. It educates consumers on the importance of keeping their money in the Mitten! We ask shoppers to think before they click.

The campaign runs year-round. Our downtown is celebrating on (DATES). The Michigan Retailers' statewide celebration occurs every first weekend in October. In 2020, Buy Nearby Weekend is Oct. 2-4.

The 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 at @BuyNearbyMI.

The official hashtag is #buynearbymi. If you buy something from a local store, use the hashtag!

A Michigan Retailers' economic study showed:

- Michiganders send \$18.5 billion out of state – money that could have made a difference in creating jobs and boosting our downtowns.
- 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.



For more information on Buy Nearby, go to the web site at <http://www.buynearbymi.com/>. You can also find us on Facebook (fb.com/BuyNearbyMI) and Instagram (@mibuynearby).

The Buy Nearby campaign was created by the Michigan Retailers Association and launched in April 2013. The 2020 campaign is generously sponsored by DTE Energy and Retailers Insurance Company.