



For Immediate Release

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PORTLAND BUY LOCAL MEMBERS ARE CITY'S SECOND-LARGEST EMPLOYER *Organization celebrates 5th anniversary by giving away Buy Local Bucks in Monument Square on June 29*

(PORTLAND, Me.) The independent businesses and organizations of the Portland Buy Local campaign collectively employ approximately 4,000 people. As a group, Portland Buy Local members are one of the largest employers in the city, second only to Maine Medical Center, according to published information and jobs data compiled by the Portland Independent Business and Community Alliance, the non-profit organization behind the campaign.

Portland Buy Local is celebrating this achievement during its fifth birthday party in Monument Square on Wed., June 29, from 8 a.m. to 1 p.m. In addition to cake, bumper stickers, directories and custom-made tote bags, 500 "Buy Local Bucks" will be available at the event. Designed by local artist Patrick Corrigan for our new Keep It In The Loop promotion, the "Bucks" are redeemable this summer at participating member businesses for \$1.

Portland Buy Local has grown substantially over the past five years. The organization currently has about 400 members, and members consistently report that the campaign has had a positive impact on their business. Public awareness of the benefits of buying local is now widespread.

The latest Portland Buy Local jobs figures reflect the findings of studies conducted in other cities by the research and consulting firm Civic Economics, which found that for every \$1 million in revenue, independent businesses created 20% to 70% more jobs than chains in the same industry.

"This employment data shows that locally owned, independent businesses are the backbone of Portland's economy," said Portland Buy Local Vice President, Stacy Mitchell. "Supporting these businesses is crucial to keeping and creating jobs in our city."

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