



FOR IMMEDIATE RELEASE

July 21, 2020

TOWNSHIP LAUNCHES shoplocalpuslinch.ca

PUSLINCH – In recognition of the significant impact that CoVid-19 has had on local businesses, the township of Puslinch is very pleased to announce the launch of shoplocalpuslinch.ca on July 21, 2020.

This is a very easy to use platform which will enable anyone to support their local businesses by purchasing gift certificates online. People can choose any business from the long list of participating local businesses and they select the amount they would like to spend. As soon as the transaction is completed, a confirmation email will be sent to the purchaser along with their gift certificate, and the funds will then be automatically transferred to the business.

Response to the initiative has been great. Approximately 20 businesses have signed up already, and it is anticipated that more will sign up following the launch. This also provides a very useful tool for fundraising efforts that service groups and various associations may want to consider given the fundraising challenges this year. A business or service group can sign up at no cost by emailing info@shoplocalpuslinch.ca with the following details:

- Business Name
- Short Description of business
- Address of business
- Image file of the business' logo

The initial intent is to assist with Covid-19 impacts, but may the program may continue after the pandemic if it is well utilized.

“Our local businesses and service groups are vital to our community. They make important contributions to help make Puslinch what it is. shoplocalpuslinch.ca is an easy way for our community to help support them through these difficult times” says Mayor Seeley.

"Our local business owners are residents and members of our community. They support and serve the township through community and sports sponsorships, volunteering, donations and much more. They are hurting right now - shoplocalpuslinch.ca will help them weather this difficult storm and succeed. Now is the best time to support local business as it matters now more than ever" says Councillor Goyda.

The Township of Puslinch is very pleased to be able to partner with the Wellington – Waterloo Community Futures Corporation for this initiative and sincerely thanks them for their assistance with our local businesses.

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