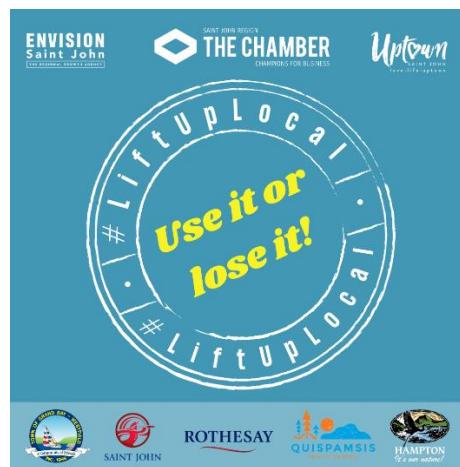




## Chamber Announces #LiftUpLocal

### Campaign to 'Prop Up' Local Events and Encourage Local Spending Across the Region.

September 10th, 2021, SAINT JOHN, NB – The Saint John Region Chamber of Commerce today announced a new marketing awareness campaign, #LiftUpLocal, in partnership with Envision Saint John, Uptown Saint John and the Municipalities of Grand Bay-Westfield, Saint John, Rothesay, Quispamsis, Hampton, and St Martins . This region wide initiative will help to further expand consumer confidence and encourage residents to support local businesses and get them back to pre-pandemic revenue levels.



“Throughout the pandemic, The Chamber has helped businesses pivot and create innovative solutions in order to survive,” says David Duplisea, CEO of The Saint John Region Chamber of Commerce. “We need to support the businesses in the region, with revenues down and government programs coming to a close, the future is still uncertain for many.” This awareness campaign, #LiftUpLocal, will encourage people to continue to support their local retailers, restaurants, suppliers, etc.

Working with the Atlantic Chamber of Commerce and the Federal government, The Chamber was able to secure funding to implement this #LiftUpLocal campaign. “We have added fuel to existing programs, we did not want to dilute existing efforts by creating new ones,” said Duplisea. Examples of supported events that will receive support have been: KV Music Festival, Queen Square Farmers Market.

“The Chamber has been a huge help to their members for as long as they have been around. And certainly throughout the pandemic.” Said George Georgoudis, owner of Vito’s Restaurant “And this is an extension of that help, really,” he added.

Marketing materials will include window decals that can be ordered through The Saint John Region Chamber by calling 506-634-8111 or can be printed from their website at [www.thechambersj.com](http://www.thechambersj.com). Businesses and residents alike are encouraged to proudly display a decal.



SAINT JOHN REGION

**THE CHAMBER**

CHAMPIONS FOR BUSINESS

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***The Saint John Region Chamber of Commerce** is a nationally accredited business organization dedicated to fostering an economic climate that enhances growth, prosperity, and improved quality of life in the community. With more than 600 member businesses, representing the interests of 37,000 people, The Chamber is a dynamic advocate and the principal voice for the business community of Greater Saint John. It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.*