



FOR IMMEDIATE RELEASE

In Rogers Park and across Illinois, residents are encouraged to stay at home – and shop local

Supporting small business during pandemic is crucial for their survival

CHICAGO (April 9, 2020) – The nonprofit **Rogers Park Business Alliance** (RPBA) is joining chambers and small businesses across Chicago and the state of Illinois to launch the **‘IL’ove Local** campaign to encourage people to support local businesses during the week of April 11–18, 2020. While the **Illinois Association of Chamber of Commerce Executives** (IACCE) is leading efforts to unite chambers across the state in the initiative, RPBA is taking a leadership role in Chicago alongside other neighborhood chambers.

A list of Rogers Park businesses that are open for online ordering, takeout and delivery is available on the RPBA website here: <https://rpba.org/2020/03/rogers-park-business-updates/>.

Each dollar spent at a local, independent business returns [50 times more money](#) to the local economy than shopping at a mega e-retailer. For example, during RPBA’s Live Love Shop Rogers Park program from Nov. 23-Dec. 31, 2019, a total of 687 individual shoppers spent a combined \$32,830 at local businesses. Approximately \$22,324 of that amount stayed in the community and will help build stronger businesses, provide more employment opportunities and develop Rogers Park into a more sustainable and vibrant community.

However, the statistics are staggering for small businesses following natural disasters: according to FEMA, roughly 40-60% of small businesses that close after a disaster [never re-open](#).

“People across the state are staying home to save lives, we want to ensure that small businesses can save their livelihoods,” said Lisa Weitzel, President of Illinois Association of Chamber of Commerce Executives. “We are asking neighbors to put their money where their heart is and support the ‘IL’ove Local initiative.”

From Chicago to Carbondale and the Mississippi to Lake Michigan, Illinois chambers are coming together sharing resources, building community and uniting to create the week-long initiative designed to drive business to our small businesses. Collectively small, local businesses are the [states’ largest employer](#). Small businesses employ [more than half of working class](#) in the United States.

WHAT SHOPPERS CAN DO

- Follow social distancing guidelines and stay home as much as possible.
- Buy Local. Find out if your favorite local store has an online shop or reach out to them to find out how you can purchase now for pick up later.
- Buy gift cards to use later.
- Take online virtual classes from your favorite local business.
- Get takeout/delivery - Tip big!
 - Consider buying lunch/dinner for the first responders, you will help your local restaurants and the people who serve us all.
 - Buy gift cards from local businesses for your favorite waiter/waitress/bartender.
- Like and share your favorite local businesses social media post.
 - Once you've purchased a gift card or meal, take a picture of it, share it on your social media and hashtag **#IloveIllinois** and **#loverogerspark**
- Maintain your memberships
- Check out chamber links and directories for a one-stop shop in shopping small, of all the ways to support independent Illinois businesses in your backyard.
(www.IllinoisLoveLocal.com)

This is a partnership led by the **Illinois Association of Chamber of Commerce Executives**, with participation from Chambers of Commerce across Illinois in support small business across the state. The Illinois Association of Chamber of Commerce Executives was established in 1915 and serves over 130 chambers of commerce and their professional staff throughout the state. IACCE supports the development of chamber professionals by creating opportunities for growth and recognition. More information on the '**IL'ove Local** campaign can be found at www.IllinoisLoveLocal.com.

Rogers Park Business Alliance (RPBA) is a nonprofit organization that has served Chicago's diverse Rogers Park neighborhood for more than 25 years. RPBA works to cultivate and sustain a thriving economic environment in Rogers Park, serving businesses and residents with a variety of public events and business initiatives. RPBA programs include the GROW/PROGRESANDO entrepreneurial training program, annual Best of Rogers Park awards, Taste of Clark Street festival and the Glenwood Sunday Market farmers market. For more information, visit RPBA.org.

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