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## **FOR IMMEDIATE RELEASE**

### **Local First Mansfield**

*Support Locally-Owned Businesses this Holiday Season*

November 22, 2011 – The Town of Mansfield and the Mansfield Downtown Partnership have developed a new initiative entitled “Local First Mansfield” to encourage residents to think of the many locally-owned businesses in Mansfield first as they shop this holiday season. Local First Mansfield will begin Saturday, November 26 and continue through Saturday, December 31.

“The Local First Mansfield program grew from discussions of ways to help our smaller businesses,” explained Town Manager Matthew Hart. “The goal of the program is to raise awareness of the many different businesses here in town and to encourage residents to shop local for quality goods and services.”

Residents are encouraged to consider visiting one of the locally-owned businesses in Mansfield for purchases ranging from holiday gifts to home improvement supplies.

Participating businesses will have posters in their stores or place of business and will be listed in the Business section of the Town’s website, [www.mansfieldct.gov](http://www.mansfieldct.gov). While shopping, residents can enter their name into a drawing for prizes from participating businesses; the drawing will be held in January, with details to be announced in the coming weeks. For announcements about Local First Mansfield and information from participating businesses, visit <http://localfirstmansfield.blogspot.com>.

The program coincides with the busiest shopping time of the year. According to the National Retail Federation, shoppers will spend an average of over \$700 during the holiday season on items ranging from gifts to food to pet supplies. By supporting local businesses during this time, residents can have a big impact on Mansfield businesses.

Businesses that are interested in participating may contact the Partnership office (860.429.2740 or [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org)) to sign-up or for more information. There is no fee to participate.