



The Greater Bloomington  
Chamber of Commerce

**FOR IMMEDIATE RELEASE:**

**The Greater Bloomington Chamber of Commerce Encourages Shopping Local this Holiday Season with 2020 Gift Guide**

**Bloomington, IN – November 25, 2020** – The Greater Bloomington Chamber of Commerce has created its first ever holiday gift guide to remind community members to shop local this holiday season and give them over 100 ideas to get started.

The 2020 Gift Guide is available online at [www.chamberbloomington.org/gift-guide](http://www.chamberbloomington.org/gift-guide). With 15 categories from bringing home a bit of Bloomington to unique finds for that person who is not so easy to shop for, this guide has something in it for everyone on your list. Most importantly, the 100+ businesses that are mentioned are all local to the Bloomington community.

Why does shopping local matter? According to the research firm Civic Economics, for every \$100 spent at a local merchant, \$68 is reinvested locally through wages, taxes, supplies and other services.

“I’ll be shopping local this holiday season, and I encourage you to do the same! It’s important that we continue to support our local business community through the end of 2020 and into the new year,” said Erin Predmore, President & CEO of the Chamber, “You may be familiar with our motto ‘Better Business. Better Community.’ We believe that shopping local, especially during the holiday season, is one of the best ways to promote better local business and ultimately create a better community for all.”

Remember to shop local this holiday season and also shop small this upcoming weekend for Small Business Saturday, November 28<sup>th</sup>.

**About the Greater Bloomington Chamber of Commerce:**

The Greater Bloomington Chamber of Commerce is a nonprofit membership organization serving as our community’s leading advocate for business. We offer unique leadership opportunities, meaningful volunteer activities, and exclusive business-building programs focused on critical economic, civic, and social priorities. Chamber members support each other and community initiatives, sharing information and resources to help create economic opportunity and community well-being. At the Greater Bloomington Chamber of Commerce, we believe that better business leads to a better community.

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