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Gold Country receives funding from the BC Chamber of Commerce for Shop Local campaign. This Shop Local BC Initiative is supported by the government of Canada's Strategic Activities Program, administered by the Minister of the Innovation, Science and Industry, and delivered through the BC Chamber of Commerce.

CACHE CREEK- February 1, 2022 - Gold Country Communities Society is pleased to announce that we are one of the recipients of the Shop Local campaign to support local business in the Gold Country region.

The BC Chamber of Commerce, in partnership with the federal government, announced in December that 88 applications have been received, seeking over \$5 million in requests to support Shop Local initiatives across the province, encouraging British Columbians to "Shop Local" and help support small and medium-sized businesses in their community.

Gold Country is launching a new video series and business commerce website that will allow businesses to showcase their online business for a larger reach and bigger impact. This website is also available to the artisans, businesses, and entrepreneurs in the region, who have recently lost their storefronts due to wildfire or recent flooding and to those who are looking to further their online presence. The Gold Country Collective Online Market will market to the local, regional, and provincial residents of the Interior of BC as well as showcase to international travelers when safe to do so.

Gold Country is working with communities to best capture the shop local experience to promote the diverse businesses in our region through a nine part video series and a "Gold Country Collective market" online commerce website at www.goldcountrycollective.com. The Gold Country shop local series is focused on capturing the dynamic businesses in our area including local farm to table businesses. These videos will be featured and cross promoted on our social media outlets such as Facebook and YouTube, as well as on local community channels in applicable communities.

Quote "This is an exciting opportunity that the Gold Country Team and Gold Country Communities Society is pleased to be a part of. Recent wildfires and flooding have greatly impacted the people and businesses in the region. Shopping and supporting small, rural/local businesses helps to sustain the regional economy. Working together we can help one another. The addition of the online Gold Country Collective marketplace is a great way to showcase local products and services. We look forward to serving the communities, artisans and businesses through this new site and to highlighting the videos on the digital media platforms, events, and Trade shows. Special thanks to the BC Chamber of Commerce! -Marcie Down

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