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Chamber's new credo: 'Buy Local'

By [Megan Pillow](#) | Mooresville Tribune

Chamber of Commerce officials in Mooresville are hoping their new idea to encourage people to buy from local businesses will give the area's struggling economy a — and its business owners a — a welcomed shot in the arm.

Karen Shore, president of the Mooresville-South Iredell Chamber of Commerce, said the organization will roll out a "Buy Local" campaign at 4 p.m. on Jan. 7 at the Charles Mack Citizen Center. The campaign, she said, will help to remind people of what shopping opportunities are available in their own backyards.

Shore said the idea resulted from a brainstorming session held by the Small Business Council in mid-December and will be a "very aggressive" campaign to "emphasize that people need to shop locally. Just think twice before you invest dollars."

Part of the campaign, said Shore, will be "strategic" advertising opportunities available to local businesses with MI-Connection, WSIC radio, and other media outlets.

"We'll look at some cost-saving ways that our chamber members can come together in a collaborative fashion," she said.

In addition, said Shore, the chamber is looking into offering some sort of buying card, certificate or "Chamber Check" to help promote participating businesses to the community.

The chamber also plans on Jan. 7 to launch a formal campaign slogan to use on all publications and marketing materials.

Shore said details surrounding the campaign are still being finalized and that more comprehensive information about the campaign will be available on the 7th.

"What we will have at that point is evidence of a lot of the set ideas that are being tossed around right now," she said. "We're very excited about it."

The overall goal, said Shore, is to get people to connect with local businesses.

"We will be promoting in every way that we can that people need to be investing back in the local community," she said.