

The *C*entral *C*hamber of *C*ommerce's

*C*4 Report – Partnership in ACTION!



The saying goes, “Actions speak louder than words!” Part of our mission statement says that we are to promote business and enhance the economic opportunities for our community. Over the past several weeks I’ve written about the importance of shopping in Central. Shopping in Central not only helps our local business community but it helps to generate revenues for our city and schools as well. We aren’t just talking about it we are doing something about it! The Central Chamber has partnered with the City of Central, the Central Community School System and over 40 local businesses to bring you our second annual, holiday season “Shop Small Business” campaign!

This year’s event will run from November 29 - December 14. The Running of the Elves 5K will kick off the campaign, early Saturday morning November 29<sup>th</sup> followed by a great day of shopping at the many participating merchants.

Holiday Shopping Cards will be available at each participating merchant and will also be distributed to the students at the various Central Schools. As you use these cards, participating merchants will mark your card according to the dollar amount you spend. When your card is used up, you submit completed cards to participating merchants and become eligible for one of three grand prizes to be drawn for on Monday December 15<sup>th</sup>. The Grand Prizes will consist of three shopping sprees that will be given away in the amounts of \$1500, \$750 and \$500. The prize money must be spent at the merchants’ store who are participating in this event. This is a way of saying thank you to you for shopping at our local stores.

So as you make your holiday shopping plans, don’t just consider Black Friday. Include Shop Small Business Saturday, and thereafter, in your plans this year. Our merchants will truly appreciate it and the City of Central and the Central Community School System will benefit from it as well! Happy Holiday Shopping from all your Central Chamber!

*Ron Erickson Sr.* IOM

President

Central Chamber of Commerce

**2013 Louisiana Small Chamber of the Year**