



# MEDIA ADVISORY

June 29, 2020

City of Fort Saskatchewan, Alberta

## **THE CITY AND CHAMBER OF COMMERCE ARE PROVIDING FREE TOOLKITS TO BUSINESSES AS PART OF A NEW 'SUPPORT YOUR FORT' CAMPAIGN**

For Immediate Release.

The City of Fort Saskatchewan and Fort Saskatchewan & District Chamber of Commerce have teamed up to help support and promote local businesses in these challenging times through a new "Support Your Fort" campaign.

This local campaign launches on June 29, 2020, and encourages residents to shop, dine, and buy from local business with the intent to reactivate the City's economy. It also targets local businesses by providing valuable resources and instructions that support their success, and ensures their shoppers have a safe and effortless buying experience.

"Council is proud of the strength and resiliency our business community demonstrates every day as they emerge from the COVID-19 shutdown. We value every local business and the Support Your Fort Campaign will highlight ways our residents can pull together to ensure our business community remains vibrant." – Mayor Gale Katchur

In order to support businesses who may not have the resources or capabilities to access COVID-19 related materials, the campaign is providing 'Support Your Fort Toolkits'. The toolkit is FREE for any business to access and contains all of the following items:

- (40) Shop local customer promo cards
- (2) Social distancing floor decals
- (2) Social distancing floor strips
- (2) Social distancing posters
- (2) Washable face masks
- (2) Hand sanitizer bottles
- (1) Window decal

Toolkits will ensure that local businesses continue to follow protocol set in place by our provincial and federal governments, and to keep all residents safe during these unprecedented times. Businesses can pre-order a toolkit today by contacting the Chamber of Commerce at (780) 998-4355, by email at [info@fortsaskchamber.com](mailto:info@fortsaskchamber.com), or by text at (780) 916-0005. Toolkits will be ready for pick up July 10, 2020.

"Fort Saskatchewan is an amazing community and has really come together to support each other through the COVID-19 pandemic. Our business community does much on a daily basis to support Fort Saskatchewan residents, and by "Supporting Your Fort", our community can in turn do their part to support our businesses with the goal that all members of our great community come out of this pandemic healthy and strong." – Katherine Waller, President of Fort Saskatchewan & District Chamber of Commerce

We are also encouraging all businesses and residents to follow the Support Your Fort Facebook page for ongoing support materials and information. Follow us at [facebook.com/SupportYourFortSask](https://facebook.com/SupportYourFortSask).

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**TWO-THIRDS OF  
EVERY DOLLAR  
SPENT IN THE  
FORT, STAYS IN  
THE FORT.**

Learn how you can support local at:  
[SupportYourFort.ca](http://SupportYourFort.ca)



**WE'RE HERE  
TO HELP  
YOUR BUSINESS  
THRIVE.**

Get resources, tools and support at  
[SupportYourFort.ca](http://SupportYourFort.ca)



**It's time to,  
SUPPORT  
YOUR FORT**

