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LivCoCollaborative launches #LoveLivCo Marketing Campaign and Livingston County Small Business Assistance Fund

Howell, Michigan (June 10, 2020)

Since the start of the COVID-19 pandemic, Ann Arbor SPARK, Brighton Area Chamber of Commerce, Howell Area Chamber of Commerce, Hartland Area Chamber of Commerce, and the Livingston County Convention & Visitors Bureau have provided numerous business resources and information for the local business community.

Leaders from each organization have come together to form the LivCoCollaborative to work on projects related to businesses restarting and their recovery efforts. "Now more than ever, we need to stress the importance of supporting local businesses to keep our dollars in our community," said Mary Robinson, Executive Director, Livingston County Convention & Visitors Bureau. Part of the group's focus is a countywide marketing campaign and the Livingston County Small Business Assistance Fund. The campaign, #LoveLivCo, shares a common message that shows solidarity and community pride. Local businesses will receive a digital toolkit including a heart cutout to be placed in the window of their business or given to customers to encourage residents to join the campaign. Everyone is encouraged to

use the hashtag #LoveLivCo (Love Livingston County) throughout their social media to spread positive messaging and hope throughout the community.

Another way for the community to show their support is to purchase #LoveLivCo swag or donate to the countywide Small Business Assistance Fund. The fund's purpose is to provide financial relief to local businesses due to COVID-19 through small relief grants. Livingston County businesses will have an equal opportunity to apply for assistance and resources collected through the fund. The promotion starts today, and fundraising will go for 30 days. The assistance grants will be dispersed to local small businesses that fit the criteria. For more information and to purchase T-shirts, swag or contribute to the funds visit: <https://edclivingston.org/small-business-assistance-fund>

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The Livingston County Convention & Visitors Bureau is the official destination marketing authority promoting and developing the visitor experience to targeted leisure, business, and group travel segments for sustainable community economic growth and quality of place.