

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Re: Lubbock Chamber Launches LBK Local Challenge

LUBBOCK, Texas – The Lubbock Chamber of Commerce announced today the launch of its LBK Local Challenge campaign. The campaign encourages participation on social media from individuals and businesses alike to support staying, shopping and spending locally while practicing social distancing.

LBK Local Challenge Rules:

- Post a photo to Facebook, Instagram, or Twitter showing how you support local small business and tag three friends to do the same.
- Use the verbiage “I support (name of business)” and the hashtag #LBKlocalchallenge
- Cut and paste these instructions within your post.

LBK Local Challenge ideas include takeout or delivery orders from a local restaurant, online gift card purchases from local retailers and restaurants, creating online reviews for a local business, and engaging with local businesses on their social networks. The Chamber is encouraging participation from individuals and businesses alike.

“The Lubbock community needs to respond now as best we can to support one another and especially our local businesses. Our economy is undergoing tremendous stress and we are working to help overcome this Coronavirus pandemic,” said Eddie McBride, Lubbock Chamber President and CEO. “We are all in this together and I hope all of you accept this #LBKlocalchallenge.”

More information regarding the Chamber’s response to COVID-19 can be found on its Information and Resource Center at <http://www.lubbockchamber.com/covid-19-info-resources>. The webpage has regularly posted breaking updates, Small Business Administration (SBA) funding assistance information for local businesses, information from City, State and Federal government, FAQs, as well as uniquely local content from school districts and local businesses.

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The Lubbock Chamber of Commerce represents almost 1,700 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.

