

## The Benefits of Shopping Local

We want to thank you for your continued support and confidence in us to provide you with quality toys, games, and school supplies for your families. As we begin this busy holiday shopping season we think it is important to remind and emphasize the importance of shopping with local stores.

There are many benefits that can be found when you shop with local companies. Here's what we think are the most important:

**Product Diversity** How many times have you wandered the aisles of the big chain stores and everything starts looking the same? Perhaps you never considered this or perhaps it doesn't seem important. Local stores stock product you need! We also stock unique items which most of the time is of higher quality than the mass market items. Although there may be a perception that local stores product is more expensive, when one actually does price comparisons on comparable product many times the prices are virtually the same!

**We Are Part of the Community** The friendly faces you see working at your local stores are your neighbors, friends, and perhaps family! Shopping local not only employs these people but in turn they will spend money with your place of employment. It creates a domino effect. Did you know that local businesses donate a lot of money and service to lots of charities in our area? Our staff volunteers in schools, at churches, and a whole host of charitable groups. It's also very refreshing to see a familiar face that you know you can trust when you walk through the door at your local store. In most local stores the owner is available to help you or to just say hello!

**All of the Extra Services** When was the last time your purchase was gift wrapped for free? Local stores offer extra services at no charge to you that big box stores don't. Little things like gift wrap, carrying large items out to your car, hiding gifts so the person you are buying for doesn't see it, offering a chair for an older person to sit down and rest, giving your kids a "little something" for their good behavior, and perhaps just holding the door for you when you are leaving are all little services your local stores often offer. Perhaps the biggest "extra" service your local store offers is *EXPERTISE!* Many times the staff of local stores has worked there for many years and has had training on the products they sell. You can have confidence in their knowledge and advice.

**Competition** Competition is very important. Local stores are in competition with the big box national chains. Sometimes these big chains drive the small local store out of business. With little or no competition the big chains can charge higher prices. Having competition keeps the prices in check.

**Giving Back** According to the 3/50 Project, for every \$100 spent in local, independently-owned stores, \$68 returns to the community in form of taxes, salaries, charitable contributions, children's educational programs and more—in contrast to only \$43 when consumers spend their money at national chains.

**Thanks for shopping with your locally owned stores! We appreciate your patronage!**