



Celebrate Local This Small Business Week

FOR IMMEDIATE RELEASE

October 21, 2020

OTTAWA, ON: The Ottawa Coalition of Business Improvement Areas (OCOBIA) is celebrating **Local** this Small Business Week (October 18-24). 2020 brings unique and unprecedented challenges to the over 6400 businesses located in the 19 Ottawa Business Improvement Areas (BIA).

“Small businesses are the lifeblood of our communities,” says Mark Kaluski, Chair of the organization. “They add to our overall quality of life, they are the social fabric holding these communities together. We need to come together, now more than ever, to support our local retail shops, restaurants and service providers.”

Always adapting, our amazing business owners are finding ways to survive, and many to thrive, despite shutdowns, rapidly changing protocols and uncertainty in the face of Covid-19. Restaurants are pivoting to outdoor dining and take away services. Businesses are also offering pre-orders, online shopping and curbside pick-up in addition to safe, socially distanced shopping.

It is now up to consumers to back their local businesses and ensure their continued survival. Without customers and income, our small businesses will cease to exist.

“We urge our communities to #BuyLocal or risk losing their favorite local businesses” says OCOBIA Executive Director Rebecca Palmer. “Our main street and small businesses are open, practicing enhanced safety protocols and offer a wide variety of products and services. Take a stroll in your neighbourhood business improvement area (BIA), order take-out, visit a patio, purchase a gift card, or safely shop indoors and help save our local businesses.”

Join the conversation online using #BuyLocalOrByeLocal or #AchatLocalOuEchecLocal and #ShopOttawa or #MagasinerOttawa to show your support. A full list of Ottawa BIAs can be found on the OCOBIA [website](#).

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