

## City Launches Shop Local Program, *Peoria First*

November 20, 2008 – The City of Peoria began distribution of its *Peoria First* stickers and decals to all Peoria businesses as it launches its shop local program in an effort to promote local businesses and build community.

The *Peoria First* Program was created to teach residents about the value of shopping locally and to support local businesses. The City is working with the Peoria Chamber of Commerce to get the message out and is encouraging all Peoria businesses to participate. “There is no membership fee and no registration – all businesses with a Peoria address are eligible to participate,” said Maria Laughner, Business Development Specialist with the City’s Economic Development Department.

Every taxable dollar that is spent in the City of Peoria goes right back into the community to pay for things such as police and fire service, park and street maintenance, as well as libraries and neighborhood programs. And supporting local businesses helps to build community as well as save time and energy.

In addition to the *Peoria First* stickers, the City will be putting up *Peoria First* banners on several streets in the City. “One of the issues that residents have is that they don’t always know where the City’s boundaries are,” says Laughner. “These banners will help our residents identify certain areas that are in Peoria while also promoting the shop local concept.” The banners, currently under development, are expected to be installed before the holidays.

For more information, please visit the *Peoria First* website at [www.peoriaazfirst.com](http://www.peoriaazfirst.com).