

# News Release

FOR IMMEDIATE RELEASE

## “Invest in Lafayette” holiday contest nets \$57,000 in local receipts, 334 entries, and seven lucky winners



**LAFAYETTE, Colo January 8, 2013** – Lafayette shoppers had an additional incentive to shop locally this holiday season – the [Invest in Lafayette Holiday Contest](#). From November 18 through December 31 consumers saved 4 receipts, each totaling \$10 or more from 4 different Lafayette businesses, and submitted them for a chance to win one of seven fabulous, Lafayette product-filled gift baskets. Each basket was valued from \$300 - \$500 accruing upwards of \$3,000 in prizes!

During the successful six week contest, shoppers visited 159 Lafayette businesses, accrued \$57,000 in sales receipts, and submitted 334 entries for the gift basket drawing. The following winners will be picking up their prize baskets this week;

- |                      |                   |
|----------------------|-------------------|
| 1. Michael Gallagher | 5. Robert Higgins |
| 2. Lee Sacry         | 6. Becky O'Brien  |
| 3. John Bowlick      | 7. Jenny Conlon   |
| 4. Angela Chartier   |                   |

Winner Becky O'Brien commented, "I think it's wonderful that Lafayette is doing this program. I feel so strongly about supporting local. It's great to see the City being really proactive about encouraging residents to do this."

Contact Debbie Wilmot if you are interested in receiving a photo of basket winners. Photo included is of Lafayette City Clerk Susan Koster drawing the seven winners.

**About Invest in Lafayette** Studies over the past decade have shown even subtle changes in consumer spending habits to support locally-owned businesses can have a positive effect on local economies. The new "Invest in Lafayette" concept was launched this past August to:

- raise awareness of the benefits of shopping in Lafayette
- educate residents on shopping, service, and dining options in Lafayette
- assist Lafayette businesses with promotional opportunities
- provide a positive, sustainable impact on Lafayette's local economy

The "Invest in Lafayette" name was chosen to help deliver the message that keeping retail dollars in the community not only supports the local economy, but allows residents to essentially make an investment back into beneficial services such as parks, police, recreation, fire, library, arts, and streets. Not all consumers realize the importance of shopping locally, but by positioning the program to demonstrate how spending money in Lafayette is personally beneficial, the City hopes to drive home the importance and value.

An [Invest in Lafayette Facebook page](#) ([www.facebook.com/InvestInLafayette](http://www.facebook.com/InvestInLafayette)) was launched in conjunction with the program to provide shoppers with a one-stop page to view special offers, learn about new businesses, download coupons, and hear recommendations. Window clings and promotional buttons have been given to businesses to promote the Invest program, and a dedicated [page on the City website](#) ([www.cityoflafayette.com/Invest](http://www.cityoflafayette.com/Invest)) offers downloadable resources such as program logos, sticker templates, and Facebook photos. Businesses looking to get involved, desiring additional information, or wanting to keep tabs on upcoming activities should contact Public Information Officer Debbie Wilmot at [debbiew@cityoflafayette.com](mailto:debbiew@cityoflafayette.com).

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