

# News Release

FOR IMMEDIATE RELEASE

## Over \$5,400 in prizes available to Lafayette holiday shoppers

**LAFAYETTE, Colo December 16, 2013** – Lafayette shoppers have an additional incentive to shop locally this holiday season – a chance to win over **\$5,400** in products through the [Best of Lafayette Holiday Basket Contest](#). From November 29 through December 31 consumers who save 4 receipts - each totaling \$10 or more, from 4 different Lafayette businesses - can win one of **eleven** fabulous Lafayette product-filled gift baskets. Each basket is valued from \$300 - \$500!

The baskets contain products from 70+ businesses operating in various Lafayette shopping districts such as Old Town, Atlas Valley, Lafayette Marketplace, and Highway 287. There is even a “beer basket” containing brewery and other man-inspired products, and another that touts a maquette of Lucas Loeffler’s *Imagination* sculpture.

The Best of Lafayette Holiday Basket Contest comes as a result of the City’s “Invest in Lafayette” shop local program. 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.

“After we launched the contest last year participants told us they didn’t realize how much shopping they could accomplish right here in town,” said Debbie Wilmot, Public Information Officer for the City of Lafayette. “People want to support local business, and this is a great way to help them get in the habit and discover Lafayette options.”

Full contest details and a list of Lafayette businesses providing prizes can be found at [www.cityoflafayette.com/invest](http://www.cityoflafayette.com/invest) or follow the Invest Facebook page at [www.facebook.com/InvestInLafayette](http://www.facebook.com/InvestInLafayette).

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Three of the eleven “Best of Lafayette” holiday basket prizes