



FOR IMMEDIATE RELEASE

Monday, February 7, 2022

The District Announces “Shop Local Saturday” Event
Local Businesses In The District Join For Retail Promotion Event

QUINCY, IL – The Historic Quincy Business District (THE DISTRICT) announced today it is coordinating with several local small businesses for a “SHOP LOCAL SATURDAY” event, scheduled for **Saturday, February 12, 2022**. The event aims to be a recurring, smaller-scale version of the annual Small Business Saturday observed across the country the Saturday following Thanksgiving Day to promote the importance of shopping local.

“The principal goal of Shop Local Saturday is to demonstrate to the community there remains an active and vibrant local group of businesses within The District, even during the traditionally slower sales periods,” said The District’s Director of Programming and Marketing, Jeremy Ledford. “Our aim is to build these dates around holidays and events and give an extra boost to both participating businesses and their neighbors,” Ledford added.

This Shop Local Saturday, coinciding with Valentine’s Day shopping, is being supported by the following local small businesses:

- District Designs II - Fresh Pix (117 N 4th St)
- Domestics Etc (119 N 6th St)
- for home & her (644 Maine St)
- LOVE IT OR LEAVE IT (115 N 4th St)
- Loyd’s Gifts & Collectibles (504 Hampshire St)
- Shaker Hill (638 Maine St)
- The Sweet Apricot (129 N 6th St)

The District encourages shoppers to check its social media pages, along with pages of District businesses for details regarding any special promotions or sales. While The District coordinates primary marketing for the event, each individual business is responsible for their own operating hours on Shop Local Saturday and any other specials or promotions.

Shop Local Saturday also provides participating businesses with social media and web marketing through The District, along with printed materials including posters and counter cards.

While the deadline has passed for businesses to officially participate in this Shop Local Saturday, The District encourages interested District-based businesses to sign up for future events any time during the year at TheDistrictQuincy.com. Additional Shop Local Saturdays are scheduled for May 7, 2022 (Mother’s Day shopping) and August 13, 2022 (back to school shopping).

MEDIA INQUIRIES - Please contact: Jeremy Ledford, Dir. of Programming and Marketing
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About The District: The District is a non-profit volunteer driven organization devoted to growth, preservation, and economic vitality of downtown, creating a sense of place in The Heart of Quincy, Illinois.

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