

Shareable News Release

[Business name] announces their support of the 100% Local Pledge

FOR IMMEDIATE RELEASE

CONTACT INFORMATION

[Location, Date] – [Business Name] has joined the 100% Local Pledge to support shopping at local businesses in the Greater Sacramento area.

100% Local Pledge

SHOP 100% local

STAND with small business

SUPPORT our neighborhood employers

Together, we will recover

[Business name] joins Sacramento Mayor Darrell Steinberg, and Vice-Mayor, Councilmember Jeff Harris, Inside Sacramento, and SAFE Credit Union in supporting the initiative that encourages Sacramento area residents to pledge to shop at local businesses for all of their needs during the COVID-19 pandemic.

“[Business name] is dedicated to supporting the Sacramento region. That’s why we’re proud to invest in this initiative that brings to front of mind just how much local businesses contribute to the overall health of our community,” says [quoted].

Inside Sacramento Publisher Cecily Hastings started the initiative in March 2020. “When the massive small business shutdown was ordered throughout California, my thoughts first went to the many small business owners who serve our neighborhoods and support our publications,” Hastings says. “We moved quickly to lead a communitywide effort to make the case to support local in an urgent manner. Thus, Take the 100% Local Pledge was launched.”

The initiative helps raise awareness that businesses of all sorts in the Sacramento area will need residents’ supports to make it through the pandemic. The initiative encourages people to shop at all local restaurants, grocery stores, and retailers – even those of national chains. It’s about supporting the businesses that provide local economic growth and who hire our friends, family members, and neighbors.

Businesses and individuals can support the initiative in various levels, from purchasing and posting individual signs at businesses to making larger financial contributions to fund signs for business groups and districts.

To learn more, go to <https://insidesacramento.com/100-local-pledge/>