



**THE
BIG
SPEND**
JULY 25TH 2020

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Introducing “The Big Spend”

Canada comes together July 25th to support small business

For immediate release:

The Canadian economy has been hit hard by COVID-19. Small, local businesses have been especially impacted, and now face the difficult task of recovery. Local small businesses provide nearly 70% of all private-sector jobs in Canada.

On July 25, we are encouraging Canadians to be part of helping to revive our economy by making an intentional purchase at a local small business. The goal is to inject \$100M into our economy on this single day.

The Big Spend is meant to be more than a symbolic gesture of hope. It is a practical step we can take as part of a larger action plan for economic recovery in Canada. When we add the benefits of buying local to the positive impact of what economists call the “multiplier effect” we help create a snowball of growth for our communities, and our country as a whole. Community organizations, chambers of commerce, churches and Canadians across the country will be part of this special effort to help kick start the Canadian economic recovery process.

Quotes:

“In my work with Leading Influence, I get to meet with and support leaders from across Canada. Kick-starting our economy is on ALL of their minds. The Big Spend became an intensely practical, and I might add, easy way to help Canada start down the road to recovery in every city across our nation.”

Tim Schindel, National Director of Leading Influence and founder of “The Big Spend”

“Chambers of Commerce from across our nation, along with local businesses and individual Canadians, are signing on to be ‘Spend Friends.’ Collectively, on July 25th, we can make this the largest ‘Christmas in July’ Canada has ever seen!”

Deb McClelland, Former Past President of Chamber of Commerce Executives of Canada

Info:

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