

FOR IMMEDIATE RELEASE

**THE BERLIN ECONOMIC DEVELOPMENT COMMISSION ANNOUNCES
'EAT LOCAL - WIN LOCAL'**

BERLIN COMMUNITY MEMBERS CALLED TO SUPPORT BERLIN RESTAURANTS

[BERLIN, CONNECTICUT April 2, 2019]

The Berlin Economic Development Commission in cooperation with the Berlin Citizen are launching a campaign called "Eat Local – Win Local" and is asking community members to show their Berlin Pride by patronizing local restaurants and eateries (by ordering takeout/curbside pick-up) and then promoting their favorite eateries on social media. The purpose of 'Eat Local - Win Local' is to get residents and businesses out to help restaurants in Berlin stay in business during this time of the coronavirus (COVID-19). Due to restrictions on dining in restaurants, many restaurant owners and employees are fighting to keep their enterprises in operation and to create the cash flow to pay their bills.

'Eat Local - Win Local' will highlight restaurants and eateries throughout Berlin, some of which have become community institutions, by promoting their takeout/curbside options and calling for citizens to help our family-owned firms keep the lights on. This effort starts on April 3rd and goes to April 24th.

Community members that spend at least \$15.00 per transaction (for a total of \$30.00) at TWO DIFFERENT Berlin restaurants can then submit pictures or scans of their receipts to edcoffice@town.berlin.ct.us to be eligible for a drawing for one of TEN \$25.00 restaurant gift cards. The Town of Berlin's Economic Development Office will draw ten entries for gift cards that keep you fueled and help our businesses serving up excellence!

"As our community confronts this public health emergency, we can support our small businesses and show one another that Berlin is in this together", stated Mayor Mark Kaczynski

Community members enjoying takeout from Berlin businesses are encouraged to share their support and pictures through social media with the Twitter hashtag - #EWinlocal.

"The support we show for Berlin businesses today helps keep our shops up and running as well as supports our neighbors in the long term. We can show our 'Berlin Pride' throughout our region that Berlin is here to stay!", added Director of Economic Development Chris Edge.

Please support our local restaurants and show your 'Berlin Pride' through the 'Eat Local - Win Local' campaign.

A second campaign will be launched soon which will be Shop Local – Win Local. It will be similar to this, but the focus will be on our retail stores and service providers in Berlin. Stay tuned for more details...

The Berlin Economic Development Commission and the Berlin Citizen thank those members of our community that are hard at work every day to keep essential stores and services in operation. Please respect individual business precautions and local policy guidelines on social distancing to reduce the spread and to keep our community safe.

For questions or to find out more on how to support Berlin's local businesses, please visit www.town.berlin.ct.us under Spotlight or call 860-828-7005 or email Chris Edge at cedge@town.berlin.ct.us.