

Buying and Shopping local encouraged this holiday season

December 13, 2021

Mayor Frank Campion, joined by Katie Desharnais, manager of strategic marketing from Niagara Region Economic Development, and city staff from transit and economic development to unveil a new wrap on one of the City's buses at the Main Street bus terminal last week.

Together, the group launched this year's campaign to buy and shop local, made possible by a regional grant that provides funding of up to \$10,000 to Niagara municipalities for planned or existing campaigns to encourage consumer participation in the local small business economy.

The City of Welland wrapped a bus for the promotion, running along the Niagara Street route into early 2022. Additionally, the City contributed to spreading the word with traditional, radio, and digital advertising spots.

The City joined in this partnership to further raise awareness and assist its small business and local industry communities

