



FOR IMMEDIATE RELEASE

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PORTLAND CITY OFFICIALS URGE SUPPORT FOR THINK LOCAL FIRST ECONOMIC INITIATIVE

Mayor Tom Potter and Commissioner Sam Adams Show their Support for Buy Local Day

(November 17, 2005 — Portland, OR) — Mayor Tom Potter will urge support of the Sustainable Business Network of Portland's (SBNP) *Buy Local Day* at a press conference at 1 pm on Friday, November 25, at the downtown Kitchen Kaboodle store (535 SW 6th Avenue, at Alder St.). Commissioner Sam Adams and leading local business owners will also speak in support of *Buy Local Day*.

Mayor Tom Potter declared the Saturday after Thanksgiving (November 26, this year) *Buy Local Day* as a way to encourage Portlanders to choose locally owned businesses whenever possible.

"I am definitely an advocate of this initiative. There's no doubt a sustainable, resilient, and unique economy relies on supporting locally owned businesses and encouraging their growth," said Potter.

Locally owned businesses provide a community with a significant percentage of jobs, are more likely to be conscious of social and environmental issues, and preserve and maintain the uniqueness of our neighborhoods.

"When we choose locally owned businesses, we are investing in our community. It means that we are saying that family prosperity, environmental awareness, and money for local causes is important to us," said Commissioner Sam Adams.

Nearly 300 locally owned businesses have signed on to the Think Local First economic initiative, and many have posted discounts and special offers on the Think Local First web site (www.thinklocalportland.org) to encourage Portlanders to support the local economy on *Buy Local Day* and throughout the year.

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“When you patronize independent, locally owned businesses, as much as three times more of your money stays in our community,” said Robyn Shanti, SBNP Think Local First Coordinator, “so this season, celebrate the holidays — and your city — by shopping locally owned.”

Buy Local Day is November 26. More information about member businesses and events can be found at the Think Local First web site: www.thinklocalportland.org.

About Sustainable Business Network of Portland

Formed in Portland in 2003, the Sustainable Business Network of Portland is an alliance of locally owned, independent businesses, community organizations, and individuals working to build a more socially, environmentally, and financially sustainable local economy. Think Local First is a major initiative of SBNP that encourages buying from locally-owned, independent businesses to keep more money re-circulating in our local economy, maintain jobs, and keep the uniqueness of our neighborhoods. Key sponsors of the campaign include Kitchen Kaboodle, New Seasons Markets, Powell’s Books, Rejuvenation, Inc., and Storables along with nearly 300 additional participating businesses in the Portland metro area.

SBNP is a member of the Business Alliance for Local Living Economies (BALLE), www.livingeconomies.org.

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**Visit the Think Local First online pressroom for press kit materials:
www.thinklocalportland.org.**



The *Think Local First* campaign is a project of the Sustainable Business Network of Portland
www.sbnportland.org