Local = WIN

One of the reasons I am so passionate about “Try Local First” is that it is not a Win or Lose thing…it is just a win, win, win, (well the wins can be endless) thing. For instance, Fill-A-Bag/Fill-A-Envelope started as a result of an increasing hunger insecurity in our community. SnowCap, a local food pantry that has been around now for over 50 years, needed a shot in the arm during the holiday season to meet the demand of this rising problem and on the other hand local businesses can always use a few more patrons!

This event has grown. While it is still helping feed those that need a little extra during the Holiday Season and beyond – it has been a source of inspiration for small businesses. They create events that will support SnowCap and at the same time give consumers an opportunity to sample/purchase from local businesses. For many business owners it is becoming increasing hard to get someone in the door. Once consumers have experienced the vibe and features of our local business – it is a sure bet they will be back. So, thank you to businesses that have already participated. The excitement and fun around the Fill a Bag activities help SnowCap, people in need and the businesses as well. If you would like to see what activities are coming up go to the link www.SnowCap.org/Fill-A-Bag. If your business would like to join these efforts, please send me an e-mail bess@greshamford.com and we will do our best to promote your efforts! Serving our customers and serving our community is a big WIN!

PS Experience one of these events Tuesday, Nov 27, Cashiering for a Cause at Grocery Outlet, 5-7.