



MEDIA RELEASE

April 22, 2020

#OK We Got This – Launched by Okanagan’s Largest Business Network

FOR IMMEDIATE RELEASE - Chambers of Commerce from the US border in the south to Enderby in the north have launched *#Ok we got this* – a multi-faceted program aimed at providing an Okanagan-wide approach to helping businesses across the valley access information, share stories of business leaders who have responded to the crisis, and ensure a unified voice in promoting the value of shopping and investing local.

“This is our expertise,” says Jeffrey Robinson, President of the Kelowna Chamber. “While governments play a key role, chambers are singularly positioned to drive local economic recovery: we know how to do this, we’ve got the structure, and the people.”

Chambers have been doing this work for over a hundred years in the Okanagan Valley and are uniquely qualified to help local businesses recover from this unprecedented challenge, a fact that was recognized by the World Health Organization and the International Chamber of Commerce. The WHO stressed that “chambers of commerce will be ‘essential partners’ as communities chart pathways out of the crisis.”

The concept behind this inclusive approach was based on both the need for, and the realization that, we are in this together; and collaboration, innovation and cooperation will see us through to better days. Our health professionals and first responders are doing their part; now it is up to the rest of us in the Okanagan to say “Ok, we got this”.

It is hoped that government leaders along with other agencies overseeing economic development in their local areas in the valley will join this broad coalition.

An example of the coordinated approach can be seen at www.okwegotthis.kelownachamber.org

Or check the campaign’s Facebook Group at <https://www.facebook.com/OKwegotthis/>

Participating Chambers & Boards of Trade

- Armstrong Spallumcheen Chamber of Commerce
- Enderby Chamber of Commerce
- Greater Vernon Chamber of Commerce
- Greater Westside Board of Trade
- Kelowna Chamber of Commerce
- Lake Country Chamber of Commerce
- Peachland Chamber of Commerce
- Penticton & Wine Country Chamber of Commerce
- Summerland Chamber of Commerce
- South Okanagan Chamber of Commerce