



FOR IMMEDIATE RELEASE

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Radio Station Gives Away Free Radio Ads to Support Local Businesses

PLATTSBURGH, N.Y. — Radio station joins the **Shop Local or Bye-Bye Local** campaign. The owners of [Z1063](#), Amanda Dagley and Bill Dickerson will produce ten radio spots, free of charge, for small businesses that participate in the **Buy Local or Bye-Bye Local** regional campaign. They hope to inspire other media organizations to join the movement.

The new **Buy Local or Bye-Bye Local** campaign seeks to help North Country businesses before they are gone forever.

The SUNY Canton Small Business Development Center (SBDC) and regional partners are reminding community members how crucial it is to shop at local, independent businesses this holiday season to help them survive as they operate under continuing COVID restrictions.

The SBDC is partnering with business organizations across seven Counties – including Z1063 radio station, Ticonderoga Area Chamber of Commerce, Franklin County IDA/LDC, Saranac Lake Area Chamber of Commerce, The Saint Lawrence County Chamber, and the Essex County IDA in a united effort to keep our small businesses afloat.

“The owners of Z1063, Amanda Dagley and Bill Dickerson have generously offered to produce radio ads, free of charge, for small businesses that participate in our shop local campaign! I am very excited about the partnership and the opportunity to celebrate our local business owners and highlight unique gifts ideas that can be purchase right here in the North Country.” said SUNY Canton SBDC Assistant Director Angela Smith.

The SBDC campaign is also partnering with the Adirondack North Country Association (ANCA) on this effort as an extension of their #clicklocal campaign; encouraging North Country residents to consider

shopping local even when they are online. “Many small business owners have added E-commerce shopping platforms to their websites making it easier than ever to buy local from the comfort and safety of home.” – said ANCA’s Business Transition Program Coordinator Danielle Delaini.

“Few sectors have escaped the effects of the lockdown. Independently owned businesses and let’s not forget not-for-profit organizations have been hit particularly hard. Uniting together to shop local first will help save small businesses across our North Country region and could even fuel an economic recovery.” - SUNY Canton SBDC Assistant Director Angela Smith.

The **Buy Local or Bye-Bye Local** campaign is meant to bring awareness to consumers on how crucial it is to shop locally, especially for the upcoming holiday season and the slower winter months. The shop local educational campaign will highlight gift ideas that can be purchased locally and feature small businesses that continue to operate with significant restrictions placed on them including restaurants, salons and spas, bowling alleys, movie theaters, gyms, non-profits, breweries, and more.

“Thinking Local is so important for our communities. When you spend local you are supporting your friends, family, neighbors and the future of your community. Whether you are eating local, shopping local, utilizing local services, attending events, or just showing your support by sharing a local businesses or organizations posts. It all makes a huge difference,” shared Matthew Courtright – TACC President & CEO.

In addition to the awareness campaign, the SUNY Canton SBDC wants to remind people that it has two hotlines that local businesses can call if they have a question – Canton (315) 386-7312 and Plattsburgh (518) 324-7232.

The SUNY Canton SBDC business counselors are also available for virtual and in-person confidential sessions to help small businesses looking for advice to adapt their finances, human resources, sales, marketing, and more.

"Supporting local is as important now as it ever was. With the economic effects of the pandemic, combined with the slower winter business cycle, we all need to work harder to support local business. We applaud our partners at the Small Business Development Center for leading the way on providing critical resources to small businesses during this unprecedented time and are excited to work with them on these important efforts." - Executive Director Saranac Lake Chamber of Commerce Patrick Murphy said.

“Winter is almost here. COVID-19 restrictions are still in place. Let’s join together to help save our local businesses.”, Smith added.

More information about the New York SBDC and how we support existing businesses and aspiring entrepreneurs is available online at www.nysbdc.org.

The [SUNY Canton Small Business Development Center](#) (SBDC) at Clinton Community College is part of a statewide network of business assistance centers supported by the State University of New York and the Small Business Administration. The New York State SBDC (NY SBDC) is accredited by America's Small Business Development Centers (ASBDC). The SBDC is charged with assisting North Country entrepreneurs, small business, and industry through advising, training, and research. Additionally, the SBDC provides needed services to manufacturers, women, veterans, minority, and physically challenged individuals, or on businesses impacting distressed and targeted areas. Counseling services are free and confidential.

Other Partner Descriptions

[ANCA](#) is an independent nonprofit organization growing the New Economy in northern New York. Using an integrated approach to sustainable economic development and prosperity where economic health, community vitality and ecological stewardship are equally important outcomes, ANCA focuses on creating opportunity for people with diverse backgrounds, experience and education levels.

[Z1063](#) is a radio station broadcasting a classic hits format. The station is owned by Saranac Lake Radio, LLC. Its studios are located on City Hall Place in Plattsburgh, New York, in a storefront adjacent to the McDonough Monument.

The [Ticonderoga Area Chamber of Commerce](#) (TACC) is a non-profit organization that serves, markets and promotes the Ticonderoga Area including Ticonderoga, Crown Point, Hague, Moriah and Putnam, NY. TACC serves as the areas Business and Visitor Center. TACC's Mission is to initiate and provide programs, services and leadership which will enhance a cooperative business community and create a vibrant economy, making the Ticonderoga Area an exceptional place to live, work and visit. TACC's Vision is to be the leading advocate for business, serving as a driving force in the economic vitality of the greater Ticonderoga Area, uniting communities and maximizing resources. TACC's key areas of focus include: membership, business, tourism, communication, leadership and organization.

The [St. Lawrence County Chamber of Commerce](#), Inc. plays a pivotal role in strengthening and maintaining the economic health of St. Lawrence County. The mission of the St. Lawrence County Chamber of Commerce is to cultivate, develop and support Chamber members and other businesses by creating a vibrant business climate that encourages growth and enhances the unique quality of life in St. Lawrence County.

The [Saranac Lake Area Chamber of Commerce](#) (SLACC) acts as a catalyst for business and community development in the Greater Saranac Lake Area. SLACC provides services for its membership and generating economic development with promotional and marketing strategies.

The [Essex County Industrial Development Agency](#)'s (ECIDA) mission is to create a viable business environment that will attract compatible and diverse sustainable economic development opportunities focusing on major assets, retention/expansion and attraction projects for public benefit to encourage business development and advance job opportunities, health, general prosperity and economic conditions to improve the standard of living and quality of life. They can provide assistance to eligible projects; financing, economic incentives, assistance with local regulatory agencies and building and site location assistance.

The [Franklin County Local Development Corporation](#), in partnership with the [County of Franklin Industrial Development Agency](#), exists to improve the quality of life in the Franklin County region by supporting economic growth, employment and community development. The FCLDC/IDA offers a broad range of services to help local businesses expand and succeed. From loans and tax incentives, to technical assistance, to buildings and business parks, we're here to help grow local business.

Attached: one (1) audio file and one (1) word doc

Image courtesy of the Small Business Development Center:

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