



April 2017

City-wide project for 'Buy Canadian Day'

Apply for a special Ottawa 2017 promotional event called **BUY CANADIAN DAY (BCD)** this year, on **Sunday June 25th**. It's a great chance to have your business and BIA's represented.

This year we are working with Ottawa 2017 to go bigger and curate a list of 30+ Ottawa retailers who sell at least 50% made-in-Canada goods in their stores. If you fit this impressive description, then please apply by midnight on Sunday, May 7th! Our goal is to cover 10 BIA's across Ottawa.

Those selected will have your name and location printed on a colour fold-out map which will be handed out to thousands of shoppers around Ottawa, leading up to BCD. There will be a website with an interactive map as well, to be located at www.BUYCANADIANDAY.ca. Due in part to print deadlines, it may not be possible to include every business on the physical map, so we will have more listings on the website.

We run a poster campaign, and provide you with a social media promotion kit a few weeks out. The event will also be promoted heavily in person at **CRAFTFEST 2017**, which is a 15-day celebration of Canadian artists, from June 11-25 at Zibi Canada, with over 15,000 visitors expected.

There is no cost to participate in BCD, but we do require that each business offer a 1-day promotion of "Save the HST" store-wide which will encourage customers to visit and get to know your business on June 25th.

It takes only 10 minutes or so to apply, and then we will follow up. Simply fill out this user-friendly form. <https://makerhouseco.typeform.com/to/he9to4>

As a side note, we are also working with the multi-talented Jason Connell from Shelf Exchange, who is a great person to connect with if you are looking to try new Canadian made products, while monetizing any dormant shelf space in your shop.

I am available by email or phone for any questions, ideas, or updates. We are excited to help grow the market together with you, for Canadian made goods in Ottawa!

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