

Celebrate Buy Local Week by buying locally

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Not only is this Friday “Black Friday,” the day when beleaguered retail employees fend off frenzied bargain shoppers bent on getting the best deals, it’s also the first day of the ninth annual Buy Local Week in Whatcom County.

While big-box stores are opening at midnight and preparing for a crush of customers, Buy Local Week is designed to encourage a smaller-scale, more personal shopping experience. If community members shift their holiday shopping to local, independently owned businesses, the money they spend is more likely to stay local, recirculating in the community and resulting in greater economic activity.

“Keeping money local supports our friends and neighbors, whether that means purchasing more locally grown food, shopping at a local store or choosing a local business for services,” said Michelle Grandy, Sustainable Connections’ Think Local First manager. “We know buying decisions around the holidays can be tough, and we hope that people will make thoughtful choices that include local, independently owned businesses.”

The Northern Light, a sponsor of Think Local First, encourages everyone to buy local this holiday season – and every season. An independent, locally owned business for the past 17 years, The Northern Light relies on local advertisers so it can provide a free newspaper for the Blaine and Birch Bay communities. It’s a perfect example of how buying local can sustain a community.