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#ShopBristolCT Marketing Campaign Launches in Time for the Holiday Shopping Season

(BRISTOL, CT November 25, 2020) – The City of Bristol is launching a marketing campaign to make the community aware that they can shop safely from the comfort of their own homes this holiday season while supporting many Bristol businesses and nonprofits. The social media campaign is called #ShopBristolCT and will feature several Bristol businesses along with local nonprofits that the community can patronize online.

“Encouraging residents to shop locally is a consistent theme throughout the year and particularly during the holiday season,” said Mayor Ellen Zoppo-Sassu. “This year the message continues with an increased focus on local e-commerce here in Bristol. Rather than logging on to a national retailer’s website to order a new winter jacket or bicycle, first check out www.bobssportschalet.com or www.bikersedge.com to purchase similar items locally with the same level of convenience and safety,” she said.

“The campaign will start with encouraging the community to shop locally on Small Business Saturday on November 28 and will continue throughout the month of December to highlight several Bristol businesses and nonprofits. With many online shopping options you will be able to purchase something for everyone on your holiday gift-giving list this year,” stated Dawn Nielsen, Marketing & Public Relations Specialist for the City of Bristol. “Be sure to follow the Bristol All Heart social media channels: Facebook, Twitter, and Instagram to see the many options and gift-giving ideas.”

“For every dollar spent locally, \$0.67 stays in the community,” said Councilman Peter Kelley.

Along with the many businesses with online shopping capabilities, the community is also encouraged to consider giving monetary donations to local nonprofits in memory of or in honor of loved ones on Giving Tuesday, a national day of giving, which is on December 1. Both the Main Street Community Foundation and the United Way of West Central Connecticut have COVID-19 Response Funds to provide rapid response grants to nonprofits to meet the basic needs of residents, as well as general operating support grants to local organizations. These efforts will continue into 2021 and beyond. To learn more and to make an online donation, visit their websites: <https://www.mainstreetfoundation.org> and <https://www.uwestcentralct.org>.

“The City of Bristol supports our local businesses that create jobs, boost our local economy, and preserve our community. Along with the traditional brick and mortar shopping options here in

Bristol, this campaign is a way to give the community additional ideas for supporting our local businesses and nonprofits during the holiday season,” stated Justin Malley, Economic & Community Development Director for the City of Bristol.

“We urge all residents of our community to support small businesses, merchants, and local nonprofits not only on Small Business Saturday and during the holiday season, but throughout the year,” stated Councilman David Preleski. “We have had several new restaurants open, and our existing restaurants are working to remain open under Sector Rules and increased safety and cleaning protocols. We want to emerge from this pandemic with the same number of businesses we have now, and we all need to support them by dining in, if we feel comfortable, ordering take-out or buying gift cards.”

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