

Support Local Gems: All Season Long

What is the *Support Local Gems: All Season Long* initiative?

The [*Support Local Gems: All Season Long*](#) initiative is a holiday revival of the statewide *Support Local Gems* public awareness campaign launched last spring encouraging Idahoans to Support Local Gems – the small businesses in our communities – that have been impacted by the pandemic.

Why is this initiative important?

Idaho's small businesses are the backbone of our state's economy, but for almost a year, the pandemic has posed a significant challenge to these vital enterprises. Without community support, small businesses throughout Idaho could face permanent closure in the coming months, resulting in widespread economic hardship and a loss of community identity and value. Each of us has a part to play in supporting the small businesses that make the Gem State thrive.

When does this initiative start?

Throughout the month of December, the *Support Local Gems: All Season Long* campaign will encourage Idahoans to do their Christmas and holiday shopping at their favorite small businesses and promote local shops with the hashtag #SupportLocalGems.

How can Idahoans participate in *Support Local Gems: All Season Long*?

Anyone can participate in the *Support Local Gems: All Season Long* initiative by shopping safely in person or online, purchasing gift cards, ordering food via take-out or delivery, and encouraging others to do so, too.

What can Idahoans facing financial hardship do to help small businesses?

There are many ways to support small businesses that are free. Write a positive review, post about a local gem you love on social media with the hashtag #SupportLocalGems, or just say “thank you” to a business in the community.

What resources are available to small business owners?

Senator Jim Risch's office has developed a free *Support Local Gems All Season Long* media toolkit with graphics, suggested social media posts, and an email outreach template for partners, small businesses, and supporters to use. This toolkit is available on [Senator Risch's website](#).

For more information on the Support Local Gems: All Season Long initiative, contact press@risch.senate.gov.