

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* campaign that encourages Idahoans to Support Local Gems – the small businesses in our communities – that make Idaho special.

Why is this initiative important?

Idaho's small businesses are the lifeblood of our communities and the backbone of our economy. Like all of us, small businesses are dealing with challenges brought on by rising costs and inflation. Without community support, small businesses throughout Idaho could face permanent closure. Each of us has a part to play in supporting the small businesses that make the Gem State thrive.

When does this initiative start?

The *Support Local Gems: All Season Long* campaign will run through the month of December by encouraging Idahoans to do their holiday shopping at their favorite small businesses and to promote local shops with the hashtag #SupportLocalGems.

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

Consider skipping the big box store and buy from your favorite small retailer. Shop in person or online, purchase a gift card, dine at a local restaurant you love, and encourage 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 organizations and businesses to use. This toolkit is available on [Senator Risch's website](#).

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