



Support Local Gems All Season Long

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

The [*Support Local Gem All Season Long*](#) initiative is a holiday revival of the statewide *Support Local Gems* campaign. It 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. Community support ensures small businesses can continue to operate and overcome these economic challenges. We can all play a role in supporting the small businesses that make the Gem State thrive.

When does this initiative start?

Monday, November 20th, 2023. The *Support Local Gems All Season Long* campaign will run through the holiday season.

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

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 without spending. Write a positive review, post about a local gem you love on social media with the hashtag #SupportLocalGems, tell your friends and neighbors about your favorite places to support, 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 janessa.tolman@risch.senate.gov.