

3 REASONS TO GO LOCAL[®]

By shopping and banking locally you are making a hometown investment in which you can be proud. By supporting local communities, you are linking neighbors in a web of economic and social relationships, contributing to the community's overall well-being.

1

MORE MONEY GOES BACK INTO THE LOCAL ECONOMY

Local small businesses generate 70% more local economic activity per sq. ft than national businesses.



FREQUENTING LOCAL BUSINESSES CAN BENEFIT THE ENVIRONMENT

2

Local sourcing can be beneficial to the environment as it uses less transportation and consequently causes less carbon emissions.

3

MORE JOBS ARE CREATED BY SMALL BUSINESS OWNERS

Small businesses create roughly two out of three new jobs in the U.S. annually.



LEARN MORE ABOUT WAYS TO GO LOCAL:
www.icba.org/go-local