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Dear Local Business

The Worcester News believes local independent businesses need all the help they can get during the recession.

That is why we are launching Buy Local: Buy Here – a campaign to encourage our readers to use their local independent shops, pubs, restaurants, markets and farm shops. The campaign launches on Wednesday, April 22, and will culminate in a Buy Local Day on July 4 – a day for independents on Independence Day!

The campaign is sponsored by Worcestershire County Council, Worcester City Council, Wychavon District Council, Malvern Hills District Council and Jutexpo.

Buy Local: Buy Here will run daily in the Worcester News and in a special section on our website, [worcesternews.co.uk](http://worcesternews.co.uk). We will be highlighting local businesses throughout our campaign, with reports on success stories as well as the tough times many retailers are facing. We'll also be asking readers to let us know about their favourite local business and publishing these reader recommendations on a regular basis.

Posters urging people to Buy Local: Buy Here will be available from the week beginning April 20 for you to display in your premises. If you would like one, please contact me (see details below). These can be delivered electronically.

We also have 5,000 jute eco shopping bags to give away to readers, bearing the campaign logo and the logos of our sponsors. Again, if you would like a small supply of these bags please let me know. We will let readers know where they can get a free bag – but they must redeem a coupon to be published every day in the Worcester News to obtain a bag.

Our sales team will also be offering discounted advertising rates to businesses taking part in the Buy Local: Buy Here campaign. For more details please contact Julia Lancett on 01905 742372.

I think Buy Local: Buy Here has the potential to be extremely beneficial to local businesses during these tough economic times. I hope you will be a part of our campaign.

Best regards

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