

**FOR IMMEDIATE RELEASE**

**CONTACT INFORMATION**

Anna Shircel  
PR & Communications Manager  
[shircel@visitmadison.com](mailto:shircel@visitmadison.com)  
920-980-8472

**Destination Madison Launches #ShopMadison Campaign Urging Community to Support Local Businesses**  
*Campaign Toolkit Available for Businesses and Nonprofits to Promote Buying Local*

**MADISON, WIS.** (December 3, 2020) – As COVID continues to impact the lives and livelihoods of people throughout greater Madison, buying local is critical this holiday season. Dane County is full of unique shops and restaurants owned by passionate people in need of help during this tough 2020. To promote the importance of saving these treasured community assets, Destination Madison announced the kick-off of a new “Shop Madison” campaign and pledge. The campaign, launched in collaboration with a number of local business groups and associations, urges Dane County residents to pledge to support at least ten local businesses by December 31, 2020.

“When you make a purchase from a local business, you are supporting your neighbors and your community. Shopping local keeps money in Dane County, which helps preserve the vibrant and diverse quality of life we enjoy here,” said Deb Archer, President and CEO of Destination Madison.

“Why go to the Amazon when you can shop the Isthmus?” said Jason Ilstrup, President of Downtown Madison, Inc. “Every dollar spent at small businesses in Dane County, from State Street to South Park Street, Middleton to Sun Prairie, supports people in our community who offer the services and supplies that make our lives better in Madison.”

“The Madison business community is resilient, diverse and is available to service many of our needs. Despite limited financial support from our government, they continue to work diligently to keep their business doors open,” remarked Camille Carter, President and CEO of Madison Black Chamber of Commerce. “It’s essential that we support them in every way possible. Seek them out because they do exist and matter. You can also use local resources like the Madison Black and Latino chambers of commerce to help find local, small businesses. But do shop local!”

Residents can offer support through carryout or dine-in at a local restaurant, buying gifts from one of the many local shops and boutiques in greater Madison, booking a night at a hotel for a quick getaway, donating to a local nonprofit, or sharing love and messages to local businesses on social media. Businesses, nonprofits and business associations can access a free #ShopMadison toolkit to promote buying local to their audiences.

Take the “Shop Madison” pledge [here](#). Follow @visitmadison on Facebook and Instagram to discover curated, local gift ideas this holiday season.

**About Destination Madison:**

Destination Madison is honored to play a key role in supporting the thousands of Dane County jobs supported by tourism. Promoting tourism in Madison since 1972, Destination Madison continues to work strategically to expand upon the more than \$1.4 billion dollars generated by visitor spending in Dane County in 2019. For the most up-to-date information, visit our website [visitmadison.com](http://visitmadison.com)