



FOR IMMEDIATE RELEASE

November 23, 2011

Contact: Public Relations, Marketing, and Media @ 803.545.3020

Citizens Urged to Shop Locally and Support the Local Economy This Holiday Season

If each employed person in the Columbia area spent \$100 each month in a retail business, it would generate more than \$32 million in revenue. For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll, marketing, and other expenditures. If you spend that in a national chain located in our community, at least \$43 stays in the local area. (according to www.ShopColumbiaSC.com)

“Shopping in a local small business is about supporting people who live, work and raise families right here in our community,” commented Columbia Mayor Steve Benjamin. “They are the backbone of our economy and I encourage everyone to take this opportunity to remind them how important they are to Columbia.”

Supporting organizations for the Shop Columbia initiative include: City Center Partnership, Devine Street Association, Vista Guild, North Columbia Business Association, Five Points Association, Greater Rosewood Merchants Association, and the South Carolina Small Business Chamber.

Local stores all around the Columbia area are offering holiday specials.

- Natural Escape Spa, located at 3800 North Main: \$20 for a basic pedicure on Tuesdays and Wednesdays/Massage, manicure, and pedicure for \$94/ Body scrub with 30-minute massage for \$70/ Facial with peel and hands & feet treatment for \$60/ 30-min massage for \$20 or 1hr for \$50 (Valid on Tuesdays and Fridays only). All specials expire December 31st. Call 803.254.4873.
- RC’s Celebrations, located at 3800 North Main, is offering a facility rental rate of \$75 per hour or \$250 for a four-hour rental. Expires December 31st. Maximum capacity is 50. Call 803.446.3896.
- New Look Barber and Beauty, located at 3800 North Main, is offering \$9 clipper cuts on Tuesdays and Wednesdays. Expires December 31st. Call 803.748.0990.

- “A Devine Night Out”: More than 40 stores on Devine Street in Columbia will welcome guests from 5 – 8 p.m. on December 8th for an evening of shopping, socializing and festive cheer. The celebrations continue from 8 – 10 p.m. with a fabulous FREE After Party at Henry’s (2865 Devine Street), featuring live entertainment and an assortment of complimentary food beverages. Visit www.devinestreetcolumbiasc.com
- Mingle and Jingle on Main: A retail kickoff for the holiday season in downtown Columbia on Thursday, December 1 from 6-9pm on Main Street. The Museum of Art’s Gift Shop will have a 50% off sidewalk sale.
- Sylvan’s will host a “colored stone” trunk show (rubies, sapphires, emeralds) on December 15th and 16th.
- Richland County Public Library is encouraging Columbia to buy library cards as gifts. Richland County library services are free to the citizens of Richland County. An out-of-county card is \$65 and can be purchased at any library location. With that library card, patrons will have access to more than 7,000 eBook titles, the ability to download 3 songs a week on the library’s website, access to language learning tools, and the 1.1 million books.
- The Five Points Association is hosting tons of holiday events, such as the Festivus Shopping and Art Tour. The stores in Five Points will be hosting local artists, having holiday sales and tons of other specials. On Festivus Shopping Day, kids can get their picture taken with Santa at the Hootie Monument and parents can enjoy complimentary holiday gift wrapping. Visit <http://www.fivepointscolumbia.com/registration/festivus2011.php>

###