

Tuesday 27 September 2011

## Buy Local Man launches shop local campaign

Keep your eyes out for Buy Local Man throughout October. The 'Superhero' will be out and about around Indigo Shire rewarding shoppers for buying locally as part of Indigo Shire Council's **Buy Local – spend it here, keep it here** campaign.

Indigo Shire Council Mayor Cr Ali Pockley said that the campaign is about rewarding residents who shop locally. "Throughout October, residents spotted using their Buy Local Bags while shopping in Indigo Shire will be rewarded with on-the-spot prizes and go into the draw to win \$1500 worth of gift vouchers to spend in Indigo Businesses," Cr Pockley said.

Buy Local Bags are available across Indigo Shire in a number of businesses, Visitor Information Centres, Council Offices and libraries.

"We have set up a Buy Local Man *Facebook* page so people can keep up-to-date with Buy Local Man's whereabouts," Cr Pockley said.

Local school students can also get into the spirit of the Buy Local campaign, by entering the colouring competition and being eligible for a weekly prize of a

Indigo Shire Council Business Development Project Officer Jamie Boatwood said that supporting local businesses is essential to the Shire's prosperity. "When people shop locally, it helps the local economy and in turn employs local people," Mr Boatwood said.

"Our team works closely with local businesses to encourage sustainable regional growth. The Buy Local Campaign is just one aspect of this, to try and get people from across the Shire to support local businesses," Mr Boatwood said.

For more information, go to [www.facebook.com/buylocalman](http://www.facebook.com/buylocalman), Indigo Shire Council's website [www.indigoshire.vic.gov.au](http://www.indigoshire.vic.gov.au), call 1300 365 003 or 03 5728 8000.

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**Caption: Keep your eyes out for Buy Local Man across Indigo Shire throughout October for your chance to win \$1500 worth of gift vouchers to spend in Indigo Businesses or a guided tour through the Burke Museum and Historic Precinct for your child and their entire class.**