

Shop WI Downtowns Campaign PSA Options:

45 second PSA:

Support the places you love today! Small businesses are counting on all of us. When you support small businesses, you impact the local economy because 67 cents of every \$1 spent in a local business is reinvested into our community. In other words, supporting a local business secures jobs, boosts our local economy and preserves our communities.

Local businesses continue to provide safe options for online shopping, pick up, delivery and in person visits and need your support now and everyday.

Make everyday Small Business Saturday. *Shop Wisconsin Downtowns* and support Wisconsin's small businesses, artisans, craftspeople, and merchants.

*Use #ShopWIDowntowns to highlight your local community and to discover new places!

30 second PSA:

Small businesses need your continuing support. Sixty seven cents of every \$1 spent in a local business is reinvested into our community; securing jobs and boosting our local economy. Local businesses continue to provide safe options for online shopping, pick up, delivery and in person visits. Make everyday Small Business Saturday. *Shop Wisconsin Downtowns* and support small businesses, artisans and craftspeople.

*Use #ShopWIDowntowns to highlight your local community and to discover new places!

45 second PSA for holidays:

The 2023 holiday season continues to be important for small businesses in our downtown. Let's celebrate and show our support for local small businesses who offer great customer service, pickup, delivery and in-person shopping, and best of all, invest 67 cents of every dollar right back into our community! Don't forget many Wisconsin Downtowns sell gift certificates that are used just like cash in your community and make great gifts for people that have EVERYTHING or are hard to please! Thank you in advance for shopping Wisconsin Downtowns this holiday season and beyond!

*Use #ShopWIDowntowns to support and highlight your local community and to discover new places around the state!

30 second PSA:

Shop Wisconsin Downtowns and support small businesses, artisans and craftspeople.

Sixty seven cents of every \$1 spent in a local business is reinvested into our community; securing jobs, boosting our local economy and preserving our sense of community. Local businesses continue to provide safe options for online shopping, pick up, delivery and in person visits. Make everyday Small Business Saturday.

*Use #ShopWIDowntowns to support and highlight your local community and to discover new places!