

**NEWS RELEASE**  
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**FOR IMMEDIATE RELEASE:**

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### **City of Avon Lake launches its Shop Local—Shop Avon Lake Campaign for 2020**

**Avon Lake, Ohio:** Sunday, November 1, will mark the official start of Avon Lake’s annual Shop Local—Shop Avon Lake campaign. This yearly effort began in Avon Lake several years ago as a recognition of the national Small Business Saturday during the weekend after Thanksgiving. But in 2018, Avon Lake stretched the event from one day to a week. And in 2020, Shop Local is less of an “event” and more of a “campaign” as it begins on November 1 and comes to a close on December 18.

The City added a raffle component to Shop Local—Shop Avon Lake last year. Participating shops and restaurants each donated a \$50 gift card, which went toward a grand prize of more than \$1,700 in Avon Lake shopping and dining. The grand prize winner was Karen Hutman, who got her winning ticket at Salad KraZe.

The raffle format was popular with businesses and Avon Lakers, so the City is keeping what it did last year, but expanding it. This year, every business is again donating a \$50 gift card, but in addition to that, Avon Lake is purchasing a second \$50 gift card from that business. November 1 is the first day that participating businesses will be giving raffle tickets to their customers. On November 16, the City will start going to each participating business and drawing a ticket from their ticket box. That winner will receive one of the \$50 cards from that business. There will be drawings at two businesses every weekday (excluding Thanksgiving and Black Friday) between November 16 and December 11. All of those \$50 gift card winners will be listed on Avon Lake’s social media. Then the City will gather the tickets from all the businesses and draw from an anticipated 10,000 tickets for the grand prize winner. We have 35 participating businesses this year so the grand prize will be \$1,750 in Avon Lake shopping and dining. The list of participants and schedule for their individual drawings is attached.

“Shop Local—Shop Avon Lake has evolved over the years as we have tried to find what excites and motivates Avon Lake residents to get out to these local businesses,” says Avon Lake Economic Development Director Ted Esborn. “People had fun with the raffle format last year, so we’ve doubled down on that. We hope that people start to check online to see if a friend or family member won the card from their favorite business.”



*Last year’s grand prize winner, Karen Hutman, with Mayor Greg Zilka, Ted Esborn, and Scott Rush, owner of Salad KraZe, who sold the winning ticket*



*This year’s collection of gift card prizes*