



MEDIA RELEASE
FRIDAY, JUNE 5, 2020

WINDSOR ESSEX COVID-19 ECONOMIC TASK FORCE PLANNING UPDATE AND LAUNCH OF *SHOP YQG*

Windsor, Essex-County, Ontario Canada, Friday, June 5, 2020 – On Friday, the **WindsorEssex COVID-19 Economic Task Force** provided a planning update and launched **ShopYQG** as part of the local recovery response to the global pandemic.

The update came as part of a Zoom media conference hosted by Windsor Mayor Drew Dilkens. Panelists from the Economic Task Force included Stephen MacKenzie (Chair), Gordon Orr (Tourism and Hospitality), Rakesh Naidu (Retail and Professional Services), Shelley Fellows (Manufacturing), Susan Anzolin (Transportation, Logistics, Cross-Border), Dr. Justine Taylor (Agriculture & Agri-food), and Justin Falconer (Research).

Shop YQG

At the local level, Shop YQG is a joint initiative between the Windsor-Essex Regional Chamber of Commerce and Tourism Windsor Essex Pelee Island (TWEPI). Now more than ever it is important to support local in all aspects, especially as Provincial legislation permits more locations to re-open.

Whether through exploring our neighbourhoods and visiting boutique shops, purchasing from our big box retailers, or buying from local artisans and makers, Windsor-Essex needs the support of its residents at this challenging time.

Powered by www.shopyqg.ca, the initiative includes a marketing and awareness campaign encouraging support of local retailers, restaurants, businesses, farmer's markets and professional services in Windsor-Essex. A Free Branding Toolkit is available to incorporate the Shop YQG logo into floor stickers, window clings, signage, merchandise, e-mail signatures, social media posts, and is customizable with business logos.

The website is now live, highlighting local shopping options by category and geographical district. There is no fee for businesses to submit information including hours, location, website, C-19 regulations and precautions, etc. Over 200 listings are already live.

A photo-based Shop YQG contest will be launched later in June. The initiative will initially run during the summer months, but is expected to continue post-Covid-19.

QUOTES:

Drew Dilkens, Mayor, City of Windsor:

“In Windsor-Essex, we are continuously developing our economy, looking to build and sustain a thriving, innovative and dynamic community. Through our evolving response to this unprecedented global pandemic, we are leveraging key partnerships across all sectors of our local economy, particularly those hardest hit by COVID-19. Windsor is proud to support the Economic Task Force’s work on initiatives like Shop YQG to help us rebuild. We will get through this together.”

Gary McNamara, Warden, County of Essex:

“The residents of Windsor-Essex are this region’s greatest asset and these new initiatives will leverage that strength in support of small business. Our residents will be a main driver of our economic recovery from COVID-19 and these programs provide them a vehicle to support local and explore everything this region has to offer. Kudos to the Economic Task Force for bringing the business community together and plotting a course toward increased diversification and prosperity.”

Rakesh Naidu, President & CEO, Windsor-Essex Regional Chamber of Commerce:

“The Windsor-Essex Regional Chamber of Commerce is pleased to partner with Tourism Windsor Essex Pelee Island to support local businesses in our region. As we move forward with recovery and eventually fully reopen our economy, it will be vital to strengthen and support local businesses. Windsor-Essex businesses offer some of the best products and services in the Country. We are proud to support and celebrate our local companies and urge everyone to do their part to support local businesses with in-person and online transactions. Let’s give our businesses the chance to succeed. Your support matters!”

Gordon Orr, CEO, Tourism Windsor Essex Pelee Island

“One of the significant pillars of tourism has always been shopping. During these economically challenging times for local businesses, we realize providing a contextually hyper-local marketing campaign to Shop YQG offers a pride of place, as it motivates our residents to get out, explore and support various shopping districts and retailers throughout Windsor-Essex. This is a critical step in laying the foundation towards an economic recovery locally.”

QUICK LINKS:

- [ShopYQG](#)
- [Windsor-Essex Regional Chamber of Commerce](#)
- [Tourism Windsor Essex Pelee Island](#)

ABOUT THE WINDSOR ESSEX COVID-19 ECONOMIC TASK FORCE:

The Windsor Essex COVID-19 Economic Task Force was established March 18, 2020 and is comprised of 40 members who represent a broad cross-section of industries in Windsor-Essex,

Ontario Canada. The Task Force is sub-divided into six separate committees, each with upwards of 15 members.

The mission of the Windsor Essex COVID-19 Economic Task Force is to collect, coordinate and disseminate information on strategies, programs, and other remedies that are available to mitigate the impacts that the COVID-19 pandemic is having on the economic well-being of workers, entrepreneurs, businesses and the regional economy. The Task Force has, and will continue to, strategize and formalize re-ignition plans for their respective industries in the context of the overall Windsor-Essex, provincial and national economies. Learn more at choosewindsoressex.com.

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