

FOR IMMEDIATE RELEASE
Thursday, October 25, 2018

**W.E. SHOP LOCAL SHOW SUPPORTS WINDSOR-ESSEX ENTREPRENEURS
AND RESPONDS TO
THE PUBLIC'S DESIRE TO SHOP LOCAL**

Windsor-Essex County, Ontario - Thursday, October 25, 2018 -The **W.E. Shop Local Show** (formally known as the Small Biz Expo) now in its fourth year is a signature event organized by the WindsorEssex Small Business Centre (SBC) and this year's presenting sponsor is **WFCU Credit Union Small Business**. It was held this evening at the Fogolar Furlan Club in Windsor and, as in the past, it was an overwhelming success with over 50 diverse small business vendors participating and over 1,100 people from across the region attending to shop local and support the region's entrepreneurs.

The month of October is recognized as Small Business Month and is dedicated to celebrate and support small businesses locally, provincially and nationally. SBC recognizes Small Business Month by communicating and marketing the services with the goal of connecting with current and prospective clients. As well, SBC creates opportunities such as the **W.E. Shop Local Show** to highlight our local and independent small businesses and provide them with the exposure to promote their products and services, to connect with the wider business community and to sell directly to Windsor-Essex residents.

Stephen MacKenzie, CEO of the WindsorEssex Economic Development Corporation said, "According to Statistics Canada, (Canadian Business Patterns, June 2018) there are over 30,000 businesses operating in Windsor-Essex that create jobs, drive the economy and gives our region its unique characteristics. The vast majority being micro and small businesses - 90% having fewer than 10 employees. Last year, almost 1,400 client consultations were delivered by the SBC that resulted in 137 small businesses starting up in Windsor-Essex. Small business is truly the back-bone of the economy in our region and we need to celebrate and recognize entrepreneurs at every opportunity."

Shannon Dyck, Manager of the WindsorEssex Small Business Centre added, "Every day is small business day at the Small Business Centre, where our staff supports individuals to help turn their dream of starting a business into a reality, as well as, to support existing businesses to succeed and grow. This year's W.E. Shop Local Show exceeded our expectations and demonstrates the public's desire to shop local and support small businesses who make enormous contributions to our local economy. The vendors were very enthusiastic to participate and clearly expressed the need and value our event provides, including: public exposure to promote and sell their products and services in the right environment."

Media Contact:
Interviews with vendors can be arranged (see attached)

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