

FOR IMMEDIATE RELEASE
Thursday, October 24, 2019

**W.E. SHOP LOCAL SHOW CELEBRATES 5 YEARS OF HIGHLIGHTING
ENTREPRENEURSHIP IN WINDSOR-ESSEX**

Windsor-Essex County, Ontario - Thursday, October 24, 2019 -The **W.E. Shop Local Show**, a signature event hosted by the **WindsorEssex Small Business Centre (SBC)** and presented by **WFCU Credit Union**, was held this evening at the Fogolar Furlan Club in Windsor. The event was an overwhelming success with 50 diverse small business vendors participating and nearly 1000 attendees from Windsor-Essex who came out to support regional small businesses and entrepreneurs by shopping local.

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

Stephen MacKenzie, President and CEO of the WindsorEssex Economic Development Corporation said, "Helping small businesses prosper is a winning economic development strategy. According to the International Economic Development Council, entrepreneurs and small businesses stimulate job creation, develop crucial innovations and promote the diversification of local economies. Most people don't realize that small businesses create two out of every three new jobs in the province. This year to-date, our small business team has already facilitated the startup or growth of 225 businesses, resulting in the creation of over 467 jobs in Windsor-Essex. Small businesses are vital to our local economy, and we will continue to provide them with the support they need to be successful in our region."

Sabrina DeMarco, Executive Director of the WindsorEssex Small Business Centre added, "Small businesses surround us daily and it's impressive to think about the amount of time, commitment and labour these hard-working individuals contribute to bring their businesses to life and stay competitive. That's why at the WindsorEssex Small business Centre we take pride in helping these entrepreneurs turn their dream of starting a business into a reality and supporting existing businesses to succeed and grow. This year the W.E. Shop Local Show is celebrating 5 years as the region's premier shop local event. We are thrilled with the number of attendees that came out to support our local small businesses and help contribute to our economy. All our vendors were wonderful to work with, and their excitement and enthusiasm is inspiring! We are happy to provide them the exposure and an avenue to showcase and sell their goods and services to the public."

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