



SHOP LOCAL CHALLENGE

Show your support of local businesses
Spend \$100 in \$2 bills

For years, The Observer and Baker City Herald have encouraged everyone to “Shop Local” during the holidays. Unfortunately, the COVID-19 pandemic is still impacting our local businesses, so supporting them is more important than ever.

Local businesses, large and small, need our patronage to survive in the coming months. While it may seem easier and safer to shop online these days, money spent online leaves this community forever. Money spent locally tends to stay local, keeping businesses open, funding local charities and keeping local people employed.

There are nearly 43,000 residents in Union and Baker counties. If just 10,000 residents each committed to spending \$100 locally — instead of shopping online, that would mean \$1 million injected into the local economy, which would help local business owners weather the current economic storms.

Studies show that each dollar spent locally turns over 4 times the local economy.

OUR CHALLENGE TO YOU

Spend an extra \$100 locally this holiday season, instead of spending it online.

HOW TO PARTICIPATE:

1. Head to a Union or Baker County branch of Old West Federal Credit Union and ask them to convert your \$100 into \$2 bills.
2. Email us at 2dollarchallenge@lagrandeobserver.com to let us know how you spent your \$100 worth of \$2 bills, and get entered into a drawing to win a \$100 gift certificate to the local business of your choice!
3. Use your \$2 bills to show local businesses you care.

THE OBSERVER
Baker City Herald

OLD WEST
FEDERAL CREDIT UNION



Happy Holidays from The Observer and Baker City Herald

Proudly supporting other local businesses in Union and Baker County