



SHOP LOCAL CHALLENGE

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

For years, the Hermiston Herald has encouraged everyone to “Shop Local” during the holidays. This year, the COVID-19 pandemic has dramatically impacted 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 78,000 residents in Umatilla County. 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 ... \$1 million turns into \$4 million as it works its way through the hands of local residents.

OUR CHALLENGE TO YOU

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

HOW TO PARTICIPATE:

1. Head to a Umatilla County branch of Columbia Bank and ask them to convert your \$100 into \$2 bills.
2. Email us at 2dollarchallenge@hermistonherald.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.

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Happy Holidays from Hermiston Herald

Supporting other local businesses in Western Umatilla County since 1905