



Perris News

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Shopping Local Pays!

Perris "Shop Local" program is starting to pay dividends.

The initiative, which kicked off about two months ago, already has garnered support from more than 60 Perris, including automotive shops, insurance agencies, beauty parlors and restaurants. Perris residents and visitors can [obtain the shop local card from the City's website](#), take it to the participating merchants and start saving.



As part of the Shop Local campaign, the City will be highlighting a "Business of the Week" with a short profile of a selected company or store. The goal is to feature every business in the Shop Local program.

The City also has purchased hundreds of 30-second advertisements on a suite of channels, including Arts & Entertainment, Discovery, the Food Channel, CNN, Fox News and ESPN2. Media coverage about the program has included a story in the Press-Enterprise and a segment on KCAL-Channel 9.

"We think it is a good way to promote business and we believe it is going to prove very successful," said Michael McDermott, Redevelopment and Economic Development Manager.

City Councilman Al Landers, a small business owner and former president of the Perris Valley Chamber of Commerce, also commended the Shop Local Program.

"I am always worried about how our businesses are doing," Landers said. "I am delighted to see such an aggressive marketing and promotion campaign. I know it will benefit our merchants and our City. I commend the staff for their innovative approach."