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Green Happy Hour with Michael Shuman

THE CHESAPEAKE SUSTAINABLE BUSINESS ALLIANCE ANNOUNCES BUY LOCAL BALTIMORE WEEK, DECEMBER 2 TO 9, 2006

Part Of The Baltimore Buy Local Campaign

BALTIMORE (October 24, 2006) – As part of its Buy Local Baltimore campaign, the Chesapeake Sustainable Business Alliance (CSBA), along with Mayor Martin O’Malley and the Baltimore City Council, announces Buy Local Baltimore Week, December 2 to 9, 2006. Buy Local Baltimore Week will occur during the National Buy Local Week when more than 20 cities in the US and Canada will be drawing attention to their locally owned businesses.* The Buy Local Baltimore Campaign is an education and marketing campaign that encourages area residents to shop at local, independently owned businesses (www.buylocalbaltimore.com).

Hundreds of local Baltimore businesses will be participating in the Buy Local Baltimore campaign and Buy Local Baltimore Week. CSBA is providing all participating local businesses with signage and marketing materials, which, on or before December 2, will go into their store windows to let their communities know that they are a locally owned business and worth supporting. In addition, maps will be available to residents so they can easily find participating, locally owned businesses.

“The Buy Local Baltimore campaign’s objective is to recognize locally owned small businesses and innovative entrepreneurs who live and work in the Baltimore metropolitan region as the engine of our local economy,” said Ted Rouse, Chairman of CSBA. “We are encouraging residents to shop in Baltimore’s locally owned stores and buy locally made products because of the many social and environmental benefits resulting from a decision to buy local. We vote with our dollars. Lets vote for the environment, for the economy and for a better quality of life for all.”

By buying local, Baltimore area residents benefit in many ways. It keeps money in the community. According to a 2003 study, for every \$100 spent at a locally-owned business, \$45 comes back into the community and to the local tax base, and for every \$100 spent at a non-local chain store, only \$14 comes back. Local firms offer a better buying experience, they often hire people who have a better understanding of the products they are selling and take more time to get to know customers. They also create more good jobs. Small, local businesses are one of the largest employers in Baltimore City, offering greater loyalty to their employees.

Buying local is good for the environment, too. The Buy Local Baltimore campaign encourages recycling and reuse of waste as well as the reduction in material and energy costs, limiting the environmental impacts of doing business, keeping the region healthy and competitive, and preserving authentic places for future generations to enjoy.

In addition, independent businesses, by making purchases that require less transportation and by developing in commercial corridors in the city rather than on its fringes, reduces sprawl, congestion, habitat loss and pollution. (Also see attached “Ten Reasons to Buy Local”)

“The Buy Local Baltimore Campaign also allows us to embrace what makes us authentic and unique,” added Rouse. “One-of-a kind local, independent businesses enable us to live in a city defined by a quirky charm that can only be found in Baltimore, *Hon.*”

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CSBA, founder of the Buy Local Baltimore program, supports efforts to educate the public on the importance of supporting Baltimore's local economy and to encourage businesses and consumers to be environmentally sustainable and socially responsible. CSBA asks all of Baltimore's citizens to join them in their vision for a sustainable global economy characterized by long-term economic empowerment and prosperity, economic justice, cultural diversity, and a healthy natural environment. For more information on the buy local campaign, go to www.buylocalbaltimore.com.

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*CSBA defines a locally owned business as a business in which 51 percent of the ownership lives within 50 miles of the store.

CSBA Green Happy Hours

Monday November 6, 6-8pm

Location: Waterfront Hotel

Speaker: Deborah Bilezikian from Monave Mineral Cosmetics

Monday December 4, 6-8pm

Location: Mill Valley Garden Center and Farmer's Market

Speaker: Author Michael H. Shuman

Monday January 8, 6-8pm

Location: Waterfront Hotel

Speaker: Brian Knox from Sustainable Resource Management, Inc