

Share Your Town's Charm

No matter what part of the country you call home, chances are there is something unique, charming and beautiful about the town or city.

From the seafood festivals of the bayou country to the wine festivals of northern California, every part of the country has its own unique charm. What better way to share the charm of your hometown than to send your friends and family members locally purchased gifts this holiday season?

If you have friends and family members scattered throughout the country, it can be tempting to take the easy way out and just buy a gift certificate for a national chain store, restaurant or big-box retailer.

But this year, why not resist that urge and fight the sameness of the holiday season by shopping locally instead?

When you shop at your local retailers, you can find unique and one-of-a-kind products that are simply not available anywhere else in the country at any price. From handmade jewelry and clothing to custom painted furniture and decorative items, your local downtown is a unique shopping experience – one you can recreate for your friends and family members, no matter where in the world they may live.

You can help the recipients of your gifts, and the merchants that provided those fine quality products, by including a business card from that merchant with each package you send.

Many local merchants now have global reach, thanks to the power of the Internet. Including a business card allows the recipient of your thoughtful gift to browse for additional products and enjoy the charm and beauty of your local town from afar.

Of course, buying your holiday gifts from the local merchants in your area does more than give the recipients on your list some unique products. When you buy locally, you also support those local merchants and help to maintain the local charm and integrity of the downtown community.

Keeping a vibrant local community has a number of important benefits, from a more welcoming arts and culture scene to a lower crime rate. When you shop locally, you make all this, and much more, possible. And you do it all while picking up some great gifts your far-flung family members and friends are sure to love.

