

**BERRIEN COUNTY
ADMINISTRATION CENTER**



BERRIEN COUNTY COMMISSIONERS

Jon Hinkelman	Dave Vollrath
Mac Elliott	Ezra Scott
Michael Majerek	Chris Heugel
Teri Freehling	Don Meeks
Bob Harrison	Mamie Yarbrough
Bill Chickering	Jim Curran

**701 MAIN STREET
ST. JOSEPH, MICHIGAN 49085
PHONE: (269) 983-7111, EXT 8095
FAX: (269) 983-5788**

Berrien County Board of Commissioners
Berrien County Administration Center
St. Joseph, Michigan 49085

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Contact: Annette Christie, Executive Assistant to the Administrator
(269) 983-7111, Ext. 8095

FOR IMMEDIATE RELEASE

Berrien County Commissioners accepts challenge aimed at supporting Berrien County Businesses

St. Joseph, Mich.— At the Berrien County Board of Commissioners’ meeting on December 10, 2020, Berrien County Commissioner Teri Freehling challenged her fellow commissioners to lend support by accepting the “Buy Local Berrien Challenge” recently introduced by Southwest Michigan Regional Chamber. The Challenge is urging residents to support locally-owned Berrien County restaurants and businesses hit hard by the pandemic. The social media campaign encourages people to shop and eat locally via takeout and then publicly challenge three friends to do the same by tagging them on social media. The campaign will likely run through the end of the year and is using the hashtag #buylocalberrienchallenge.

Without state or federal intervention, the area will soon see the businesses affected by restrictions, begin to close their doors for good. The campaign aims to help retain these businesses and the jobs they create. Right now, the only thing standing between them and permanent closure are the consumers who support them. To learn more go to <https://www.facebook.com/groups/Buylocalberrien/>

BUY LOCAL BERRIEN CHALLENGE!

Step 1: Get take out from your favorite restaurant or a gift card from any small business currently closed by restrictions.

Step 2: Post a photo w/ your takeout or purchase on your personal feed and in the Buy Local Berrien! Group. Make sure to tag that business and share what you got!

Step 3: Nominate at least three of your friends to complete the challenge by tagging them in your post as well.

Step 4: Copy and paste these rules so that others can join in on the challenge!

“We are incredibly thankful to the entire Berrien County Board of Commissioners for stepping up to support local businesses by taking our #buylocalberrienchallenge,” said Arthur Havlicek, President and CEO of the Southwest Michigan Regional Chamber. “Participation in the campaign has been tremendous thus far but having the support of our leaders at the county level will help it reach new heights. Together, our collective effort will move the needle for businesses at a critical time in their fight for solvency.”

As an added bonus, the Southwest Michigan Regional Chamber will randomly select several participants and send them small tokens of appreciation! Make sure you include the hashtag #buylocalberrienchallenge so that they can find you!