

News Release

United Way Simcoe Muskoka

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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

August 22, 2019

Kicking off the 1st annual Local Businesses, Local Love challenge!

On Wednesday, August 28, 2019, Wasaga Beach businesses will be participating in the first annual Local Businesses, Local Love challenge. These community leaders will be donating 10-15% of their net sales on the 28th to United Way Simcoe Muskoka, doing their part to make local issues like poverty **#UNIGNORABLE**.

The challenge was inspired by Anand Patel, owner of Harvey's in Wasaga Beach. Patel, who knows the importance of giving back to his community, donated a portion of sales from Dec. 17-23 last year. Now, we're helping to spread the same local love across town.

Two of the first businesses to sign up are David Hodds's BeaverTails on Beach Drive and Debbie Culos's That Extra Scratch Behind the Ear Dog Grooming, located at 3-1344 Mosley St.

When asked why he's taking part, Hodds says it is "to show my appreciation for the great summer we have had and the local support we receive. Helping those less fortunate is always on my mind, and the United Way is providing me a great avenue to do that. I think all businesses should give back to the community that supports them."

"You feel good. It's one of those feel-good things to do," explains Culos when asked why she is excited about this challenge. She sees unconditional love in her own canine clients every day and wants to share that feeling across her community. "That's the way it feels, like unconditional love."

United Way Simcoe Muskoka Relationship Manager and challenge coordinator Laara Losier says, "This may be my new favourite United Way fundraising initiative. Local love has the power to bring people together and to see community members support local businesses who are supporting our community's most vulnerable...it's a full circle of support and it's been brilliant watching Wasaga Beach come together to tackle the most pressing issues."

United Way Simcoe Muskoka invites you to show local businesses how much you appreciate their generosity. Visit them on August 28 and while you're there, share your experience on social media using the hashtag #LocalLoveWasaga.

If you are a Wasaga Beach business owner and wish to participate, please contact Laara Losier at (705) 726-2301 x2042 or LLosier@UWSimcoeMuskoka.ca.

For a list of participating businesses and more details, visit <https://www.UWSimcoeMuskoka.ca/local-love-wasaga>.

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