



For Immediate Release
May 6, 2020

Shop Local to rebuild economy, keep bending the curve

Dawson Creek Business Resilience Team says everyone can help local businesses recover from COVID-19

Dawson Creek – The Dawson Creek Business Resilience Team is asking Dawson Creek residents shop local as one of the best ways to come together and help fuel an economic recovery from the impacts of COVID-19. The group made the call to shop local in the wake of the Provincial Government’s announcement today about steps to reopen the provincial economy.

Made up of the local MLA, the City of Dawson Creek, Community Futures Peace Liard, the Dawson Creek Chamber of Commerce, and Lake View Credit Union, the Team has been meeting weekly since the pandemic began to discuss to share information and knowledge on how to support local businesses during the critical period of social distancing and the re-opening of businesses.

“It was individuals acting together that bent the curve and prevented an uncontrolled spread of COVID-19. For those who are able, shopping locally will offer the same kind of community effort, this time to support local employers and their employees in recovering from the devastating economic impacts of COVID-19,” said Peace River South MLA Mike Bernier.

The Team emphasised that even with the economy reopening, it is critical to follow provincial health directives and continue physical distancing, hand washing, and other safety precautions. A second wave of the pandemic would further hurt the already fragile business community.

“Keeping our community safe from COVID-19 has been, and is, the first priority. Today we see the very positive effects of our residents’ discipline in helping to achieve this goal. We need to get our local economy re-opened and supporting our local businesses in every way possible. Keeping workers safe and back to work is the objective. Please consider local with that first consumer decision,” said Dawson Creek Mayor Dale Bumstead.

Cashflows have been non-existent for many businesses, and they will have to implement social distancing measures to keep staff and shoppers safe to reopen. Local support will be critical to keeping local stores, restaurants, and service providers open.

“The Dawson Creek Chamber wants our businesses back in business in a safe responsible manner. We are here to help support this goal in whatever way necessary and we remain Vocal for Local,” said Dawson Creek Chamber of Commerce President Chris Richards.

People who want to go further to help Dawson Creek businesses can pick up a gift certificate for use at a later time, something that can help cashflow.

“We not only appreciate and support our local entrepreneurs; in fact we were started by a group of them. Stay safe and successful in the Peace,” said Lake View Credit Union CEO Lori Archibald.

The Dawson Creek Business Resilience Team says that keeping dollars in the community will help local businesses and families and help strengthen the community through tough times.

“Shopping local is more important now than ever before. Support our businesses through their transition. Many have lost thousands of dollars over the past eight weeks and some will not recover fully for many months or years to come. They provide employment, product and services to our community every day of the year,” said Community Futures Peace Liard Chair Russ Beerling.

Dawson Creek Business Resilience Team members:

- Mike Bernier, MLA, Peace River South
- Dale Bumstead, Mayor, City of Dawson Creek
- Sue Kenny, General Manager, Community Futures Peace Liard
- Russ Beerling, Chair, Community Futures Peace Liard
- Kathleen Connelly, Executive Director, Dawson Creek Chamber of Commerce
- Chris Richards, President, Dawson Creek Chamber of Commerce
- Lori Archibald, CEO, Lake View Credit Union