



FOR IMMEDIATE RELEASE

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2011 LOCAL FIRST COUPON BOOK ON SALE TODAY!

3rd Annual Publication Features 247 Coupons from 200+ Locally Owned Businesses in West Michigan

October 21, 2010. GRAND RAPIDS, MICH. – **Local First** today unveiled the **2011 Local First Coupon Book** — the third annual such publication featuring 247 money-saving coupons valid at more than 200 locally owned businesses in West Michigan. The 2011 Local First Coupon Book, generously underwritten by Local First member **EPS Security**, is intended to help promote a shift in consumer spending toward locally owned businesses. The coupon book may be purchased for **\$20** at various Local First sales locations (listing below). Proceeds benefit Local First, a nonprofit organization working to promote local business ownership and a sustainable, local living economy in West Michigan.

“A 2008 study of Kent County commissioned by Local First determined that just a ten percent shift in consumer spending toward locally owned businesses would create 1,600 new jobs, \$140 million in new economic activity and \$50 million in new wages,” said **Elissa Hillary**, Executive Director of Local First. “The 2011 Local First Coupon Book is more than just an incredible value; it’s a resource for transforming the West Michigan economy.”

Represented in this year’s coupon book are a wide range of restaurants, retailers, service providers and entertainment venues — every one of them locally owned in West Michigan. For just \$20, consumers will receive thousands of dollars in savings at such businesses as: Ada Bike Shop; Art of the Table; Blue Water Grill; Bistro Bella Vita; Bull’s Head Tavern; Community Automotive Repair; EPS Security; Founders Brewing Company; John Russo’s Wine Warehouse & Deli; Schuler Books & Music; Todd Wenzel Automotive; and hundreds more!

“The 2011 Local First Coupon Book offers an excellent incentive for West Michigan consumers to shift their spending toward locally owned businesses,” said Hillary. “According to our 2008 study, when consumers support a locally owned business over a non-local competitor, 73 percent more money re-circulates in the community.”

In addition to the incredible savings, the 2011 Local First Coupon Book includes a complete directory of all Local First business members as of 10/1/10, making it an indispensable resource for all West Michigan consumers interested in supporting locally owned businesses.

MORE

The **2011 Local First Coupon Book** is for sale for just **\$20** at the following **Local First retailers***:

Art Addictions & Oddities	From the Heart Yoga Center	Lasting Impressions
Art of the Table	G.B. Russo & Son International	Malarky's
Boardwalk Subs	Grocery	Pooh's Corner
Brattain's Jewelry Design	Global Gifts	Schuler Books
Studio	Global Infusion	The Shade Shop
Carol Roeda	The Hairport	Southland Auto Wash
Clothing Matters	Heather Lane Pottery	Spirit Dreams
Community Automotive Repair	Holistic Care Approach	Standale Interiors
Connie's Cakes	Horizen Hydroponics	Stonecastle Dentistry
Crescent Street Floral	Hopscotch	Stonestrow
Flooring America	John Russo's Wine Warehouse	UBU Home Furnishings
Founders Bank & Trust	& Deli	YT Galleria
Frames Unlimited	Jeffery Richards Salon	

*Sales locations are **subject to change**. For a continually updated listing of 2011 Local First Coupon Book sales locations, please visit www.localfirst.com, or call 616.808.3788 for assistance in finding a Local First retailer near you.

Local First is a nonprofit organization supporting local business ownership in West Michigan. Representing nearly 600 local business members, Local First is the largest "Buy Local" organization in the Midwest and the 3rd largest per capita in the United States. For more information on Local First and its efforts to promote a local living economy in West Michigan, please visit www.localfirst.com or follow us on Facebook (<http://bit.ly/localfirstFB>) or Twitter (@localfirst).

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