



FOR IMMEDIATE RELEASE

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# Huron County Wish Book is fresh take on Canadian Tradition to drive shopping local

HURON COUNTY – The digital Huron County Wish Book went live on November 12, offering page after page of local shopping gift ideas.

It officially kicks off the holiday season with the Huron County Wish Book just like you did with the much-anticipated arrival of the Sears Christmas Wish Book back when you were a kid. Grab a mug of hot chocolate and check out the Wish Book at [ontarioswestcoast.ca](https://ontarioswestcoast.ca), starting with the nostalgic front cover that features a local farm with a holiday pastoral scene, then make your way through the toys, the clothing, the furniture, the candy, and more from retailers across the county. The Wish Book offers ideas for that hard-to-shop-for person on your list such as gift certificates for spa treatments, dinners out, and golf rounds.

“The Wish Book is a nostalgic nod to a treasured holiday catalogue distributed to homes across Canada. Many families can remember anxiously awaiting its arrival and marking pages of wished for gifts,” said Huron Chamber’s Operations Manager Heather Boa. “Our Wish Book will present ideas of sought-after gifts that can be found within a short drive in Huron County.

It's one way we can highlight the vast treasures of Huron County business and support the local economy. "The design has been brought into the twenty-first century allowing readers to search the Wish Book by product category or by community.

The Wish Book is complemented by the social media campaign called "You Gotta Stop Here," which profiles holiday parades and tree lighting ceremonies, family events, and local activities to coordinate with a shopping trip.

The Wish Book builds upon a pilot initiated by the County of Huron last year and aims to include featured items from 500 participating businesses over three updated digital editions leading up to the Christmas holiday.

"The Huron County Wish Book will help encourage residents across the county to save money while shopping local this holiday season, while showcasing the best of Huron County to consumers digitally across the country," commented Ben Lobb, MP for Huron-Bruce.

"Congratulations to the Chamber on its receipt of \$43,000 in Shop Local funding this year, and thank you to your team for their hard work bringing this project to completion."

The Ontario Shop Local program was launched by the Ontario Chamber of Commerce with the support of the Government of Canada to help stimulate Canada's economic recovery by encouraging consumers to shop at local businesses. The campaign brings together people and business leaders, chambers of commerce/boards of trade, not-for profits, municipalities and other stakeholders to create and implement shop local initiatives.

This regional program is led by Huron Chamber of Commerce – Goderich, Central and North Huron in partnership with the County of Huron, Blyth BIA, Central Huron BIA, Community Futures Huron, Bayfield and Area Chamber of Commerce, Exeter BIA, Goderich BIA, Seaforth BIA, Municipality of Bluewater, South Huron Chamber of Commerce, Town of Goderich, Wingham BIA, and Zurich District Chamber of Commerce.

Huron Chamber of Commerce - Goderich, Central and North Huron is the voice of business dedicated to the promotion of economic development and prosperity for the enrichment of the community.

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