



Media Release

For Immediate Release: Wednesday, June 24th, 2020

“Live Local” Campaign Released in Portugal Cove-St. Philip’s
Push for Residents and Visitors to Shop, Eat, and Live Local!

Portugal Cove-St. Philip’s, NL – The Town of Portugal Cove – St. Philip’s (PCSP) and the PCSP Chamber of Commerce are proud to launch our joint “Live Local PCSP” campaign! In light of the challenges faced by the business community throughout the COVID-19 pandemic, “Live Local PCSP” aims to encourage residents and visitors to connect with and learn about our local businesses. As a part of this campaign, a Facebook Group has been created, where local businesses and residents can share and promote their products and services. In addition, the Town and Chamber will be creating weekly content dedicated to promoting each of the unique business sectors in Portugal Cove-St. Philip’s.

“It goes without saying that this year has been difficult for all businesses, and especially the local small business sector,” says Carol McDonald, Mayor of Portugal Cove-St. Philip’s. “I am delighted to support Live Local PCSP as a new way to motivate locals and tourists alike to shop in our town and support our local businesses. There really is something for everyone in our diverse local business community and I encourage everyone to take time to explore the shops in your own backyard.”

Michael Murray, President of the PCSP Chamber of Commerce states, “We are fortunate to live in a community with so many great local businesses and the Live Local PCSP group will be a platform to support and highlight them. We are encouraging everyone to join the new Facebook Group and feel free to share your stories, pictures or business information. It’s a great spot to get connected and get to know what is right here in our community!”

Those wishing to join or view the “Live Local PCSP” group can do so by visiting this link:

<https://www.facebook.com/groups/1369162993472091>

As a kick off for this new campaign, this week the highlighted business sector is local convenience stores. Information has been provided through a Live Local Infographic, with details on how to connect, visit and shop these local businesses.

To learn more about Business in Portugal Cove-St. Philip’s or to view the complete online Business Directory, visit:

<https://pcsp.ca/business-in-pcsp/business/>

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