

FOR IMMEDIATE RELEASE

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“Love Oshkosh” Campaign Challenges Holiday Shoppers to Spend \$100 in Oshkosh by Christmas Eve

(OSHKOSH, Wis.) – The “Love Oshkosh” campaign is taking a new twist – inviting holiday shoppers to be part of the #LoveOshkosh \$100 Challenge.

Holiday shoppers are invited to spend \$100 at Oshkosh shops, destinations, hotels and restaurants and then upload the receipts at StaySafeLoveLocal.com to earn a free Oshkosh beanie as a reward, while supplies last.

This campaign is an extension of the Love Oshkosh campaign, which launched earlier this month to promote kindness and care for others in response to the COVID-19 pandemic.

“We launched the #LoveOshkosh \$100 Challenge as a way to encourage safe behaviors and promote our local businesses this holiday shopping season,” said Amy Albright, executive director of the Oshkosh Convention & Visitors Bureau. “We want to highlight all the great places to shop locally here in Oshkosh, as well as feature unique gift ideas to inspire shoppers.”

Shoppers can combine purchases made between Small Business Saturday (Nov. 28) and Christmas Eve (Dec. 24) from any Oshkosh shop, restaurant or destination. To receive a free beanie or pom hat, receipts need to total \$100 and then be uploaded to the [Stay Safe Love Local website](http://StaySafeLoveLocal.com).

Supporting local businesses helps keep money within the communities by positively impacting employment rates and other local businesses. According to [Fundera](http://Fundera.com), for every \$100 spent at a locally owned business, \$68 stays in the community.

Keeping those dollars in the community matters now, more than ever. The University of Wisconsin Oshkosh’s COVID-19 economic impact survey shows Wisconsin business leaders expect another 12 to 18 months of impact from the virus.

“It’s tempting to shop online from national retailers right now because you can do it from home,” Albright said. “But, we have so many amazing holiday gifts right here in our backyard. And, when we shop online or in-person at local merchants, restaurants, destinations and hotels, we help ensure our community remains strong, even through this crisis.”

To create safe shopping experiences, participating businesses adhere to safety guidelines, such as social distancing and mask-wearing. Many places now utilize additional safety measures like online ordering, reservations, curbside pickup and sanitization stations throughout their facilities to help keep patrons and employees safe.

Throughout the promotion, the campaign will share videos highlighting local businesses on the [Love Oshkosh Facebook® page](http://LoveOshkoshFacebook.com) and Stay Safe Love Local website to inspire gift ideas and feature local businesses. For complete details and a list of participating businesses, visit www.StaySafeLoveLocal.com.

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