



**FOR IMMEDIATE RELEASE**

**DATE: April 8, 2020**

**Contact: ANCA Communications Associate Audrey Schwartzberg (518) 891-6200,  
[aschwartzberg@adirondack.org](mailto:aschwartzberg@adirondack.org)**

**#ClickLocal May Buoy Small Businesses through COVID-19 Crisis**

*Regional partners promote e-commerce activity in the North Country*

**SARANAC LAKE, N.Y.** — As small businesses throughout the U.S. face unprecedented challenges due to the COVID-19 pandemic, a collaboration of North Country business owners and economic development organizations are promoting a grassroots movement to support the region's businesses during the crisis. The *#ClickLocal* campaign focuses on increasing consumer awareness about purchasing locally during this time, as well as providing e-commerce development support for small businesses.

Since mid-March, businesses, support organizations and community members have using the *#ClickLocal* hashtag to share information and stories about online purchasing, alternative pick-up and delivery options, and relevant online educational opportunities. The Adirondack North Country Association (ANCA), an economic development nonprofit organization based in Saranac Lake, is spearheading outreach about the *#ClickLocal* campaign. Information, tools and resources can be found on ANCA's webpage at [www.adirondack.org/ClickLocal](http://www.adirondack.org/ClickLocal).

"The Click Local concept emerged organically — directly from the small businesses who need this kind of community support the most," said Danielle Delaini, ANCA's Business Transition Program Coordinator.

Delaini said the idea came up at a March 25 phone conference meeting, which was developed by CITEC and SUNY Canton SBDC at Clinton Community College to address the strategic planning needs of small businesses. In response to mandated closures and dramatically decreased sales, the focus of the meeting shifted to the urgent needs of local businesses. Tammy Loewy, co-owner of Green Goddess Natural Market in Lake Placid coined the term "Click Local" during the call.

The *#ClickLocal* call to action, for those who can afford to make purchases during this time, is to do business with local establishments whenever possible.

"This is a critical time for people to support local businesses," Loewy said. "If our community shops and restaurants are to survive this crisis, we need people to consider when shopping online that they can still choose local businesses over big box stores and large online retailers. Keeping spending dollars local is essential to small businesses, their staff and their communities."

The #ClickLocal campaign also includes an online version of ANCA's annual artisan trade show, Adirondack Buyer Days, which was scheduled for March 31 and April 1 but canceled due to the coronavirus threat. The annual event features over 90 artisan makers and attracts hundreds of retailers looking for locally made gift products. The show's online catalog, which will be posted on ANCA's website at [www.adirondack.org/Adirondack\\_Buyer\\_Days](http://www.adirondack.org/Adirondack_Buyer_Days), allows consumers and shops to purchase handmade goods directly from regional makers.

"We were disappointed to have to cancel the in-person event, but we see a silver lining in the potential to increase e-commerce opportunities for Buyer Days vendors," said ANCA Artisan Programs Coordinator Lauren Richard. "Regional makers really stand to benefit by developing their online markets."

In order to boost #ClickLocal opportunities for regional businesses, ANCA and Clarkson University's Shipley Center for Innovation, in partnership with the North Country Center for Businesses in Transition, are providing e-commerce development resources for small businesses. The partners are offering webinars and one-one-one consultations for businesses to help improve their e-commerce skills and online presence.

Two webinars, *Getting Paid Online* and *Intro to E-Commerce* took place on April 7 and 8. Recordings will be made available on the ANCA website at [www.adirondack.org/E-commerceSupport](http://www.adirondack.org/E-commerceSupport). Information about the North Country Small Business E-commerce Development Support initiative can also be found on the webpage.

"We are already starting to see Click Local take off as people and businesses share the hashtag on social media," said Richard. "This is a community effort, where we all band together to support our local businesses when they need our support the most. If we want them to still be here when the coronavirus pandemic has passed, we need to support them now."

[ANCA](#) is an independent, nonprofit corporation with a transformational approach to building prosperity across northern New York. ANCA's community-informed, results-driven strategies for local food producers, small business owners, would-be entrepreneurs and municipal innovators offer targeted interventions that are designed to keep wealth and value in local communities.

**Attached: one (1) PDF document and one (1) image**

*Image: ANCA is providing tools, including language and images, for sharing the #ClickLocal campaign through social media. More information about the campaign and how to get involved can be found on the ANCA website at [www.adirondack.org/ClickLocal](http://www.adirondack.org/ClickLocal).*

###