



FOR IMMEDIATE RELEASE

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Rad Dad contest promotes #ClickLocal shopping

Local businesses invited to collaborate on gift packages for Father's Day

SARANAC LAKE, N.Y. — A new contest developed by the Adirondack North Country Association (ANCA) focuses on collaboration and creativity — to support local businesses and to celebrate Dads. ANCA is inviting North Country small businesses to enter its *Rad Dad* gift package contest to promote their products and encourage local gift shopping for Father's Day.

ANCA established the friendly competition as part of its #ClickLocal campaign to support businesses during the COVID-19 pandemic. The regional economic development organization stresses that every purchase made by clicking local makes a difference for small businesses that are struggling under current economic conditions.

Entries for the Rad Dad contest are due by June 12, 2020, but early submissions are encouraged to maximize each business collaboration's exposure through contest promotion. A \$100 cash prize will be awarded to the winning entry.

"Given decreased shopping and tourism in the region due to COVID-19, we wanted to encourage local businesses to work together and market their products to the people who live here," said ANCA Artisan Programs Coordinator Lauren Richard. "Knowing how creative and innovative small businesses can be, we feel a friendly contest is a fun way to support them during this tough time. Our hope is that new collaborations will emerge and lead to lasting partnerships and shared benefits for area businesses. We are excited to see the creative products and relationships that come out of this!"

Businesses from ANCA's 14-county North Country region are invited to enter. Contest submissions should highlight gift packages created by two or more businesses, using visual elements including photos, slogans and other digital tools to help facilitate social media and online marketing. Contest guidelines and the online entry form can be found on ANCA's website at www.adirondack.org/RadDad.

"Collaboration is a powerful tool that all small business owners should consider, regardless of the industry they are in," said Angela Smith, assistant director at SUNY Canton SBDC at Clinton Community College. "ANCA's Rad Dad contest is a great opportunity to make new connections with other awesome local business owners, mutually expand sales and make dads all over the North Country happy."

Kate Glenn of Paul Smiths, N.Y. said the contest will help inspire gift ideas for her own father and inform her about which stores are open and doing online sales at this time.

“I try to shop local whenever I can and support multiple downtown businesses when I’m purchasing gifts. The collaboration part of this contest makes it easy for me to do that,” she said. “This is a great way to ‘shop around’ online and support my community while I’m at it.”

For more information about the Rad Dad contest, #ClickLocal campaign and other e-commerce opportunities, visit ANCA’s website at www.adirondack.org/ClickLocal.

[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

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