



**THE
BIG
SPEND**
JULY 25TH 2020

SPEND LOCAL TO HELP REVIVE CANADA.

Local small businesses makes our communities run. They support community events and sponsor sports teams. They also provide nearly 70% of all private sector jobs in Canada.

They have been hit hard by the COVID-19 pandemic, and we want to support their recovery in the same way they have supported our communities time and again.

So, we are organizing a one-day event called the Big Spend. **On July 25, be part of helping to revive the Canadian economy** by making an intentional purchase at a local small business of your choice.

3 STEPS TO BE PART OF THE BIG SPEND

1. BUY LOCAL

On July 25, make an intentional purchase at a local small business of your choice.

2. REPORT YOUR SPEND

Add your name to our Big Spend list at thebigspend.com so we can map spending across Canada and track the economic impact we're making together.

3. SHARE THE NEWS

Share a story or photo about where you made your Big Spend on Facebook or Instagram! Use hashtag **#TheBigSpend** or **@TheBigSpend**

HELP US GET THE WORD OUT!

Go to www.thebigspend.com to get updates and a media package to tell your networks. Or find us **@TheBigSpend** on your social channels.