



JOBS FAMILIES DREAMS

#golsWI

Our Company is supporting this Get on Living Safely campaign because

our friends and neighbors at small, local businesses are hurting during this pandemic. These places make our company and the community we live in more vibrant. As we head into the holidays those of us who can must help.

Supporting local begins with our company and each of you. We each must slow online shopping and accelerate spending at restaurants, services, and stores - the more local, the stronger our impact.

Our community needs ...

HOPE

Hope begins with each of us supporting local this holiday season, now more than ever.

WHY THE CAMPAIGN

Government funding has ended. Sales just at La Crosse County restaurants, salons and other services, entertainment places, weddings, catering, and accommodations were down \$54 million in the first four months of the pandemic alone. Current revenue loss is estimated at more than \$100 million.

The people hit hardest are those who have the least. Our friends and neighbors need help putting food on their tables and presents under trees. Students need to pay rent and tuition.

HOW YOU HELP

- **Understand** that when you spend money locally, it has 3x the impact on your friends, your neighbors, local nonprofits, and your property taxes (paid through rent and homeownership). We are all connected.
- **Wear** Get on Living Safely shirts to show your support. Car magnets are also available.
- **Choose community over convenience.** Be intentional. Buy local or bye,bye local.
- **Engage socially.** Liking, sharing, commenting, inviting the Get on Living Safely and local businesses you love helps posts get noticed.
- **Be generous.** Tip well. Don't use buy-one-get-one free coupons for pickup (restaurants lose money if you don't dine in). Forgive expired gift cards. Pickup - delivery costs the restaurant 30% and tips go to the driver). Pay in cash or select debit vs. credit to reduce processing fees. Be patient - they're understaffed to save money.