

Tourism Lethbridge
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Press Release

For Release:
November 21, 2024

Snow Much Love: A Community-Wide Campaign to Shop, Eat, and Explore Local This Holiday Season

LETHBRIDGE, Alta – This holiday season, Tourism Lethbridge, in partnership with Downtown BRZ, the Chamber of Commerce, and Economic Development Lethbridge, is proud to launch the **Snow Much Love** Lethbridge campaign, a city-wide initiative to inspire our community to shop, eat, and explore local businesses and attractions.

The Snow Much Love campaign aims to drive foot traffic to local storefronts and celebrate the incredible array of businesses that make Lethbridge a unique and thriving destination. With over \$500 in prizes up for grabs, participating customers will have extra motivation to visit and engage with local businesses throughout the season.

"Local businesses are the backbone of our community," says Dominika Wojcik, Senior Director of Communications at Tourism Lethbridge. "This campaign is a testament to the power of collaboration and community spirit. Together, we're encouraging residents and visitors to show their love for local businesses that contribute so much to the character and vitality of our city."

Sarah Amies, Executive Director of the Downtown Lethbridge Business Revitalization Zone, shares her excitement for the campaign. "We are thrilled to participate in this collaboration with Tourism Lethbridge, the Lethbridge Chamber of Commerce, and Economic Development Lethbridge. This initiative speaks to the spirit of Christmas as we Snow Much Love to local businesses and community members alike! The hard-working entrepreneurs who love Lethbridge and who show so much determination to grow their businesses and thrive, rely on community and visitors alike to shop local and celebrate and appreciate the variety and talent available across the city."

How It Works:

- Participating businesses will display posters with a QR code provided by the campaign organizers.
- Customers can scan the QR code during their visit to enter a draw for exciting prizes.
- Optional digital assets will be available for businesses to promote the campaign on social media.

The campaign will officially kick off at the Christmas tree lighting and Moonlight Madness event at Festival Square on November 21 at Five PM. Attendees will enjoy an evening of holiday cheer and have the opportunity to support local businesses while getting a head start on holiday shopping.

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Why Join the Campaign? Local business owners are invited to participate in this initiative to benefit from increased foot traffic and heightened visibility during the holiday season. By displaying the provided posters and engaging with customers, businesses will showcase their commitment to Lethbridge's thriving local economy. For businesses interested in participating, this is an opportunity to celebrate the holiday season with the community and attract new customers. To join or for additional information, please contact Tourism Lethbridge.

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About Tourism Lethbridge

Tourism Lethbridge is the city's official Destination Management Organization, committed to promoting the vibrant culture, businesses, and attractions that make Lethbridge a premier destination for visitors and residents alike.

About Downtown BRZ

Downtown Lethbridge BRZ (Business Revitalization Zone) works to create a vibrant and thriving downtown core. They support local businesses by enhancing the downtown experience through events, beautification, and community engagement.

About the Lethbridge Chamber of Commerce

The Lethbridge Chamber of Commerce is the voice of business in the city, advocating for policies and initiatives that foster economic growth and support for local businesses.

About Economic Development Lethbridge

Economic Development Lethbridge (EDL) promotes and facilitates economic growth in the region. They work to attract investments, support businesses, and create opportunities for innovation and prosperity in Lethbridge.

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