



THE BIG SPEND

JULY 25TH 2020

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Project Vision:

Local business makes our communities run. They pay salaries and taxes, support community events and sponsor sports teams. They are where we go to make our memories.

The Canadian economy is facing its most significant upheaval in a century. Locally owned businesses are at risk of closing their doors permanently. As COVID restrictions are relaxed, those same businesses need our support in recovery in the same way that they have supported our communities time and time again.

That is why we are coordinating a spending kickstart at a local level.

[Leading Influence](#), a national not-for-profit organization, is launching an idea called, "The Big Spend." The Big Spend is about challenging every Canadian wage earner to spend on purpose in a locally owned business in one day. It's a collaborative effort of community groups, chambers of commerce, business associations, etc. that are partnering together and leveraging their networks to support a crucial sector of our national economy. This is a non-partisan, non-political initiative intended to benefit communities across Canada.

This investment in real lives during this challenging time will have a tremendous impact. **It's something we can do. It's something we should do to help rebuild our communities in a big way.**

Our goal through this initiative is to generate a \$100 Million spend across our nation on July 25, 2020.

How The Big Spend Works:

- **Make a purchase**
On July 25, be part of the Big Spend by making an intentional purchase at a local small business of your choice.
- **Report your spend**
Add your name to our Big Spend list, so we can map spending across Canada and track the economic impact we're making together.
- **Spread the news**
Tell your story or share photos of supporting small business on Facebook, Twitter & Instagram using hashtag [#TheBigSpend](#), or by emailing your story to mystory@thebigspend.com

Key Dates:

- June 12 - The Big Spend FB page goes live.
- June 22 - www.thebigspend.com goes live. All promo collateral (social media, promo-video, etc.) will be available on this site.
- July 25 - The Big Spend happens across the country!

Your involvement:

- Please help spread the word throughout your network using the free promotional materials available on our site.
- For more information, contact us - info@thebigspend.com.