**BUSINESS OUTREACH DRAFT**

**Subject:** New Event in Support of Idaho Businesses Scheduled Friday, April 24th

Idaho’s small businesses are the lifeblood of our communities, but the ongoing COVID-19 outbreak has forced widespread closures of local businesses, imperiling the future of “Main Street” establishments across our state.

In an effort to support the small businesses that make our communities thrive, ORGANIZATION NAME has teamed up with Senator Jim Risch and the Idaho Department of Commerce to create the first ever “Support Local Gems” initiative.

On Friday, April 24th, Idahoans are invited to Support Local Gems and patronize the small businesses in their communities whose operations have been impacted by COVID-19. Idahoans are encouraged to get involved by shopping at local small businesses online, purchasing gift cards for future use or loved ones, ordering take-out or delivery from local restaurants, writing a review online, promoting a local business on social media, and thanking businesses for all that they do for our communities.

We recognize the tremendously difficult situation Idaho businesses find themselves in as COVID-19 continues to disrupt our daily lives. Thousands of Idahoans want to support the businesses that shape our communities, and we hope your business will consider participating in the Support Local Gems event on Friday, April 24th.

Participating is easy:

* Ensure your business is accessible online, making it easy for customers to purchase items and gift cards, or order take-out or delivery.
* Consider offering customers a Support Local Gems promotional deal.
* Spread the word about SupportLocalGems, using the hashtag #SupportLocalGems.

Following the event date and starting April 27th, Idaho Commerce and Visit Idaho will extend the one-day Support Local Gems event into a 10-week initiative, serving to keep this vital awareness effort top of mind for Idahoans. Visit Idaho will share helpful resources and content on visitidaho.org and across its social media channels to encourage partners, citizens, and communities around the state to support this initiative in their respective area.

We hope to see you online!

Sincerely,

ORGANIZATION NAME, Senator Jim Risch, and the Idaho Department of Commerce

*If your organization or small business would like to get involved in the Support Local Gems initiative, email* [*press@risch.senate.gov*](mailto:press@risch.senate.gov)*.*