

## Shop Local First

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November 20th marked the launch of Shift Your Shopping in the High Country. This is the second annual collaborative holiday campaign among advocates for local independent business. Shift Your Shopping encourages citizens and businesses to make a “shift” by buying from local independent businesses for the holiday season. High Country Local First works to strengthen and support its member businesses and farms in the High Country that are locally owned and independent. HCLF manages the LOCAL FIRST! REWARDS CARD to give people a direct way to make a difference in their local economy by supporting these businesses and saving money at the same time. They network with businesses, distribute educational materials about buying locally, host Farm to Table dinners with area chefs, maintain an online directory of independent member businesses, and distribute Farm to School grants. To learn more, go to: [www.highcountrylocalfirst.org](http://www.highcountrylocalfirst.org)