

Buy Local Campaign | Shop Newark



Shop Newark is an economic development initiative that encourages people who eat, play or stay in Newark to support local businesses by offering an annual rebate check or a property tax credit. People who sign up for the program and shop with participating merchants not only get a check, but receive discounts from local businesses. The program launched in September 2018 and boasts

nearly 1,000 members with an email and social media outreach of nearly 5,000 followers and subscribers. The Shop Newark Program is run by nonprofit Forward Ever Sustainable Business Alliance and supported by Prudential Financial.

Website

Shop Newark: <http://eatplaystaynewark.com/>

Forward Ever Sustainable Business Alliance: <http://www.forwardevernj.com/>

News Articles

Program Launch

<https://newjersey.news12.com/newark-program-incentivizes-local-shopping-for-residents-37911799>

<https://www.njspotlight.com/news/video/shop-newark-incentivizes-support-small-businesses/>

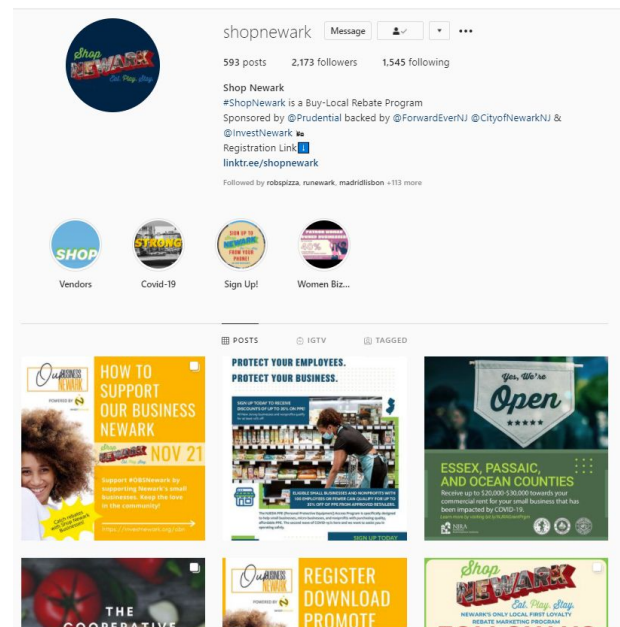
<https://www.facebook.com/media/set/?set=a.506111363199906&type=3>

Materials Developed for the Buy Local Campaign

1. Cash Register Sticker for businesses
2. Social Media Screenshot (Instagram 11/20/2020)
3. Program Information Sheet for Summer-Fall 2020



1. Cash Register Sticker for businesses - (2018-2020)



2. Social Media Screenshot

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SAGE SESSIONS

LIVE MUSIC & HEALING EVENTS

A bi-weekly Thursday evening session of healing & live music.

Hosted by Janetza Miranda, supported by Shop Newark for the benefit of our small business community. Come out, support featured businesses, wear a mask, and practice social distancing.



"LOCAL FIRST" FRIDAYS

SUPPORT NEWARK BUSINESSES!

"LOCAL FIRST" FRIDAYS

SUPPORT SMALL BUSINESSES

Every Friday pledge to support a Shop Newark business! Become a Shop Newark Member today (FREE) to receive a rebate when shopping with participating businesses.

Shop Newark businesses can be found at eatplaystaynewark.com

JOIN AND FOLLOW OUR MOVEMENT:

@shopnewark



[EATPLAYSTAYNEWARK.COM](https://eatplaystaynewark.com)

3. Program Information for Summer-Fall 2020