



For Immediate Release

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Vermont's Retailers Work to Keep You Safe, Support Local Stores This Holiday Season

Montpelier, Vt. – Since the beginning of the pandemic, retailers in every community across the state have played a vital role in keeping Vermonters safe while providing them with immediate and affordable access to essential goods. This year, more than ever, our local retailers need support. For many retailers on Main Street, this holiday season is critical to their survival.

While shopping may look different this year, Vermont's retailers have worked hard to provide as much access to customers as possible. Many stores have created or upgraded online shopping platforms to address concerns with in-person shopping during this pandemic. If a store you love hasn't offered online ordering in the past, check for it now. Many businesses are offering curbside and some have formed groups to offer local delivery. If you can't find any information online, VRGA urges shoppers to pick up the phone and call. Many stores are happy to place orders over the phone and find a way to get the products to you, either shipped or through curbside pickup.

"Consumers spend one-third of their holiday budgets during the Thanksgiving holiday weekend, and coming off an almost non-existent tourism season, local businesses need our support to keep operating and supporting our communities," said Erin Sigrist, president of Vermont Retail & Grocers Association. "As the data has shown, transmission is not happening in retail. These retailers are your friends and neighbors, and they've worked hard to make their stores safe and accessible."

This has been a year unlike any other, leaving many businesses struggling to balance on the edge of solvency. By shopping local, the sales tax you pay stays within your communities. You help fund public education, maintenance of parks and street improvements, and other vital services. These businesses also hire local workers, whether its employees to provide you customer service, a contractor to make improvements on their building, an accountant, attorneys, or just buying lunch at the restaurant next door.

Small businesses are the backbone of the US and Vermont economy, and more importantly every community across the state. Thriving main streets benefit everyone in a town. Make your dollars go farther, make your purchases matter. And remember, retail workers are your friends, family, and neighbors. Please wear your mask, practice social distancing while out and about, wash your hands often, and please stay home if you're feeling unwell. Thank you for supporting local retailers this holiday season.

To learn more about the work VRGA does, visit their website at www.vtrga.org, follow them on [Facebook](#), [Instagram](#), & [twitter](#), or call their office at (802) 839-1928.

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About Vermont Retail & Grocers Association:

The Vermont Retail & Grocers Association represents approximately 800 Vermont retail stores and 250 suppliers to the industry, including members of the Vermont Specialty Food Association. VRGA is an association of

merchants and trade partners united to promote the sustainable growth of the industry through the educational, economic and public policy needs of its members.