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Export date: Fri Mar 29 14:50:22 2024 / +0000 GMT

Supporting local businesses made easier through partnership

In this challenging crisis, local small businesses are among the hardest hit.

But buying local amid the COVID-19 pandemic is set to get a little easier this week thanks to the Aurora Chamber of Commerce, the Town of Aurora, and local business Addison Marketing Solutions.

Later this week, they will launch a new online resource which will act as a guide for area residents looking to support their neighbours.

ShopFromHomeAurora.ca is expected to go live by the end of the week and will provide up-to-date information on local businesses and what they continue to offer through e-commerce, online and virtual services ? as well as delivery options.

?We know that Aurora residents want to see their favourite local businesses come through this difficult situation by providing them with the support that they can,? says Sandra Ferri, President & CEO of the Aurora Chamber of Commerce. ?This website is designed to help them do that, by supporting them through e-commerce, home deliveries, pickup and whatever measures they have.?

Since they first floated the idea to Chamber members, Ms. Ferri says it was met with an ?overwhelming response? and most of Monday afternoon had been spent working with numerous local businesses looking to highlight the services and products they are still able to offer to the community.

?Addison stepped forward and said they would build this website for us free of charge as a service to the residents and business community, and we are really grateful for that,? says Ms. Ferri. ?We are seeing a lot of companies step up in doing what they can to support other businesses in Town. We've got our website ? aurorachamber.on.ca/covid-19 ? and there's a support page that goes along with that which highlights some of those services that our members and other businesses in Town are providing, and even businesses and members who are out of town are offering to support our members.

?It is really important to support local businesses at this time, that while it might be convenient to shop from the big box stores, it is also really important that we support our local community and make sure that we have a thriving community when things get back to normal.

At press time, some of the local businesses who have signed up for ShopFromHomeAurora.ca include:

Oakridge Fashions

Aurora Family Martial Arts

Ledger Keepers

Luda Flower Salon

The Story of Love

Billyard Insurance Group

Beauty Supply Outlet

STEM Minds

Nurse Next Door

Yellow Brick House

Aurora 2020, Dr. Robert MacAlpine

By Brock Weir