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### **Local Business STMC helps lead “Buy Local” Campaign**

WINSTON-SALEM, N.C. – Bill Erickson, the owner of BE Shoes, and Rob Simon of Windsor Jewelers met with other local business owners about the need to educate the public on the importance of supporting local businesses. The premise is that that local businesses not only employ local citizens but they are the businesses that pay local taxes and support local charities.

Surry Telephone Membership Corporation (STMC) immediately saw the value of the campaign and signed on to lead local efforts. Melanie Senter, Marketing Manager of STMC says, “We are locally owned. We employ local people. We support local non- profit organizations in the community. We think it is important to support locally owned companies. One study shows that for every \$100 you spend at locally owned businesses, \$68 will stay in the community vs. \$43 when you buy from a national chain ([independentwestand.org](http://independentwestand.org))”.

“I shop online like a lot of people do,” Rob Simon of Windsor Jewelers said. “But it’s a very different experience when you can walk into a local shop to touch and see what you’re considering to purchase. Local retailers have knowledge and advice regarding products and services that online sources just can't provide and local businesses support our communities and non-profits.

Nearly two dozen businesses have signed on to be part of Buy Local, but additional businesses can be added throughout the duration of the campaign.

“Businesses participating in Buy Local include:

- Be Shoes: Thruway Shopping Center in Winston-Salem
- Brannock and Hiatt Furniture: 420 North Main Street in Mt. Airy
- Cahill & Swain: Northside Shopping Center and 380 Knollwood Drive in Winston-Salem
- Carolina West Wireless: Wilkesboro, Dobson, Mt. Airy, Elkin, Pilot Mtn, Miller’s Creek and Sparta
- Carpet Super Mart: 4114 Spring Garden Street in Greensboro
- Casual Furniture World: 1500 Hanes Mall Boulevard in Winston-Salem

- Clemmons Bicycle: 2703 Lewisville-Clemmons Road in Clemmons
- Couture: 611 Coliseum Drive in Winston-Salem and in Kernersville
- G&B Energy: Advance, Millers Creek, Elkin, Pilot Mountain and Sparta
- Golding Farms Foods: Clemmons
- Little Richards Barbeque: Clemmons, Mt. Airy, Walkertown and Yadkinville
- McCall's: Reynolda Village in Winston-Salem
- Monkee's: Reynolda Village in Winston-Salem
- Norman Stockton: 249 South Stratford Road in Winston-Salem
- Pantry Fried Chicken: High Point and Greensboro
- Pfaff's Auto Glass: 3125 Peters Creek Parkway in Winston-Salem
- Piedmont Music Center: 212 North Broad Street in Winston-Salem
- Rolly's: Thruway Shopping Center in Winston-Salem
- Ski and Tennis Station: 119 South Stratford Road in Winston-Salem
- Southern Home and Kitchen: Thruway Shopping Center in Winston-Salem
- STMC: Dobson, Elkin, Mt. Airy, Pilot Mountain & Lexington
- Windsor Jewelers: 526 South Stratford Road in Winston-Salem

Businesses in the Buy Local campaign receive a door/window decal and are being featured in a series of commercials televised on WXII. Nearly two dozen businesses have signed on to be part of Buy Local, but additional businesses can be added throughout the duration of the campaign.

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