



FOR IMMEDIATE RELEASE

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Heber Valley Businesses celebrate Shop Local Saturday

On Saturday, November 26, kick off the holiday season at the fourth annual Tree Lighting and Shop Local Saturday celebration at Midway Town Square, hosted by the Heber Valley Chamber of Commerce.

During the week of November 21 – 26 leading up to Shop Local Saturday, over 25 businesses throughout Heber Valley will be offering special discounts in their stores and the week will culminate with the Tree Light Celebration.

The Tree Light Celebration will begin promptly at 6 pm at the Midway Town Square and will feature pictures with Santa, cookies, hot chocolate, musical performances, ice skating, food for purchase by Lola's and more.

Now in its fourth-year, Shop Local Saturday is an event hosted by the chamber to remind locals that much of what they need for the holidays, and throughout the year, can be found in the valley.

There are many reasons residents choose to shop local, some residents like Taylor Knight said she likes to shop in the Heber Valley because it allows her to spend more time with her family and less in the car. Others said they can find what they need here and they like the customer service and being treated like an individual.

Shopping in the Heber Valley has many benefits that strengthen both the local economy and community. By shopping local not only are local sales taxes generated to pay for things such as public safety, recreation and road maintenance, but it also helps businesses do more for the community.

Ryan Starks, executive director of the Chamber, said dozens of local businesses throughout the valley support local community events from arts to athletics to academics to service projects.

"A lot is asked of our local businesses and many times they give as often and as much as they can to support what's going on in our community. I think it's up to us to help support our local businesses as often as we can because they do so much for our valley," said Starks.

For more information on the businesses participating in Shop Local and what specials they are offering can be found in the Wasatch Wave or by visiting gohebervalley.com.

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