



MEDIA RELEASE

Niagara-on-the-Lake Launches Second ShopNOTL Campaign

For Immediate Release

July 11, 2022

After the initial launch of ShopNOTL in February 2022, the Town is excited to launch a second ShopNOTL campaign during the summer months.

This summer ShopNOTL campaign is made possible through a \$10,000 grant from the Niagara Region's Niagara Buy Local Micro Grant to support various marketing activities encouraging consumers and visitors to shop local.

"ShopNOTL helps support the growth and retention of our local business community," stated Lord Mayor Betty Disero. "Shop local initiatives contribute to building a prosperous economy, and on behalf of Council, we are ecstatic to see the continuous efforts promoting our local businesses while engaging both residents and visitors."

This summer's campaign is focused on attracting more visitors to Niagara-on-the-Lake during the busy months and reminding residents to visit www.shopnotl.ca. This ShopNOTL campaign will reach individuals locally, regionally, and within the Greater Toronto Hamilton Area (GTHA) via digital advertisements, videos, social media visuals, blog posts, and radio, newspaper and GO-Train advertisements

"The Town is delighted to receive this grant to help support and enhance our ShopNOTL platform," stated CAO Marnie Cluckie. "ShopNOTL has been an excellent marketing tool for Niagara-on-the-Lake's local businesses and a catalyst to enrich our tourism and economic development efforts. Thank you to Town Staff for your dedication to consistently enhancing this platform!"

To date, 271 businesses have registered on ShopNOTL. Are you a Niagara-on-the-Lake business wishing to be a part of this comprehensive online business directory? To register your Niagara-on-the-Lake business and check out the ShopNOTL business directory, please visit www.shopnotl.ca.

For immediate alerts, follow the Town of Niagara-on-the-Lake on [Facebook](#), [Twitter](#), and [Instagram](#).

Media contact:

Marah Minor, Community Engagement and Communications Coordinator
905-468-3266 | communications@notl.com