



MEDIA RELEASE

Niagara-on-the-Lake Launches New Online Shopping Platform ShopNOTL.ca

New platform allows users to shop by category and discover all that Niagara-on-the-Lake has to offer

For Immediate Release

February 4, 2022

Today, February 4, 2022, the Town is excited to launch ShopNOTL.ca, a Niagara-on-the-Lake economic development initiative in support of the local business community. This comprehensive online business directory acts as a one-stop-shop for residents and visitors.

ShopNOTL connects Niagara-on-the-Lake businesses and customers by showcasing the Town's diverse business community and providing a simple, direct link to local business websites and other pertinent contact information. While supporting local businesses is always critical to economic development and growth, the COVID-19 pandemic has shone a light on the increasing importance of such support.

"I am thrilled to see the launch of this updated business directory," stated Lord Mayor Betty Disero. "Niagara-on-the-Lake's small and locally-owned businesses are woven into the fabric of our Town, and with many struggling due to the pandemic, the ShopNOTL platform provides a great way to encourage and generate support for our local businesses."

"The Town has been working diligently to adapt to the changing climate of the pandemic, planning for the future, and making efforts to safeguard our business economy," stated CAO Marnie Cluckie. "To support our business community, the Town has developed ShopNOTL to showcase Niagara-on-the-Lake's unique shops, delicious food, breathtaking accommodations, and once-in-a-lifetime experiences. I encourage everyone to check out this new site and ShopNOTL today!"

In support of this launch, the Town is hosting a contest for a chance to win one of two \$250 draws toward local businesses. Contest details can be found at notl.com/lovelocal.



Visit shopnotl.ca today to discover the many wonderful businesses of Niagara-on-the-Lake! If you are a business owner, submit your listing information, free of charge, directly on the shopnotl.ca website.

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