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City of Duluth Communications Office

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SUBJECT: Media Advisory: City of Duluth Launches Locally Rooted Campaign at October 19 Press Conference

BY: Kate Van Daele, Public Information Officer

Media Advisory

City of Duluth Launches Locally Rooted Campaign at October 19 Press Conference

October 19 | 2:30 p.m. | Bailey Builds, 5727 Grand Avenue

[Duluth, MN] The City of Duluth will launch a new social media campaign entitled Locally Rooted at a press conference on Monday, October 19, at 2:30 p.m. at Bailey Builds. Bailey Builds will be featured as the first Locally Rooted business in the campaign.

The campaign will highlight a wide range of local businesses, including retail, restaurants, and hospitality businesses from across the City. Bi-weekly, the Locally Rooted series will include a photo of a business owner, a quote, and a link to the business' social media pages.

“Due to COVID-19, Duluth businesses have faced a unique and difficult set of challenges. Locally Rooted’s goal is to lift-up Duluth businesses and to encourage Duluthians to shop locally,” stated Chris Fleege, Director of Planning and Economic Development. “There are several safe ways to support Duluth businesses such as in-person shopping, curbside pick-up, or online ordering. Our staff continues to reach out to businesses to connect them with resources and find ways to assist. We are excited to introduce the public to businesses in Duluth that they may not have known existed before and turn them into their new favorite place to shop.”

The Locally Rooted campaign will begin on Monday, October 19, and will run through the Summer of 2021. Two businesses will be highlighted each week. Businesses interested in being featured can email communications@duluthmn.gov. Otherwise, staff will be working within their networks to highlight places in each business district within the City. The link to the City’s Facebook page is: <https://www.facebook.com/City-of-Duluth-MN-Government-197321860309981/>.

Due to COVID-19, and to ensure social distancing, this press conference will be closed to the public. The press conference will be live streamed on the City’s Facebook page which is listed above. You do not have to have a Facebook account to access the press conference.

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