



## PRESS RELEASE

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### Small Town Love is growing in Fort Nelson

Fort Nelson – Local businesses will be getting a big boost with the official launch of the [www.lovefortnelson.com](http://www.lovefortnelson.com) website on October 22, 2014. Fort Nelson will mark the website launch with a celebration to highlight the community's unique and independent small businesses.

The Northern Rockies Regional Municipality partnered with Northern Development Initiative Trust to deliver a unique on-line marketing program that celebrates locally-owned independent businesses with an aim to strengthen their competitiveness and keep more dollars in the local economy.

Since 2013, more than 600 locally-owned independent businesses are featured on small town love websites across fourteen communities throughout the region. The websites launched to-date include Love Quesnel, Love Logan Lake, Love Fort St. James, Love 100 Mile House, Love Vanderhoof, Love Valemount and Love Burns Lake, Love Smithers, Love Telkwa, Love Houston, Love Granisle, Love Fraser Lake, Love Haida Gwaii, and now Love Fort Nelson. These websites feature first-rate photography and storytelling about the independent businesses in each community ranging from bakeries and coffee shops to gift stores, salons, quilters and health food stores to unique bed and breakfast accommodations.

Each community's Small Town Love website features a search bar and directory function to quickly find businesses or specific products online, plus a map function that helps residents and visitors locate each business with ease.

The Small Town Love website launch will be celebrated in **Fort Nelson on October 22, 2014 at 7pm at the Phoenix Theatre**. The launch party is free to attend, features appetizers, door prizes, displays and more. Residents and community visitors are encouraged to attend.

Small Town Love is a partnership between Northern Development and entrepreneur Amy Quarry, who created and launched the original "Small Town Love" initiative in the City of Quesnel. Since 2011, independent Quesnel-based businesses have been working collaboratively under the "Small Town Love" marketing brand and new businesses are added to the program each year,

#### **Quotes:**

Mayor Streeper commented "During my time on the Northern Development Initiative

board of directors, Fort Nelson has received \$485,000 in funding. The Love Fort Nelson project is another great initiative brought to our community through the assistance of the NDIIT.”

Kim Eglinski, Northern Rockies Regional Councillor and owner of Boondocks, says “Being able to focus on running my business and providing great service doesn’t often leave time for marketing or managing a website. I’m so pleased that Love Fort Nelson is allowing small businesses like mine to have a profile in the online world!”

Renata King, Director, Business Development - Northern Development Initiative Trust commented, “The launch of Love Fort Nelson marks the fourteenth community to embrace the Small Town Love brand and highlight local independently-owned businesses in their community. Northern Development has a mandate to build a stronger north and the Small Town Love program provides a platform to showcase the unique businesses that form the fabric of our small towns. With compelling marketing Northern Development seeks to build a network of “Small Town Love” communities to encourage more local shopping and for visitors to find more reasons to visit our small towns.”

Amy Quarry, Small Town Love Founder, says “It is very exciting to see the Small Town Love program growing and to meet so many incredible entrepreneurs who are doing so much to keep our small towns vibrant, engaging and growing. They are the real hometown heroes and I applaud their contributions to the economies of our communities.”

***Media Contact:***

**Krista Vandersteen,**  
**Community Development Researcher**  
Tel (250) 774-2541 ext 2049  
E-mail: [kvandersteen@northernrockies.ca](mailto:kvandersteen@northernrockies.ca)  
[www.northernrockies.ca](http://www.northernrockies.ca)