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FOR IMMEDIATE RELEASE

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Buy Downtown This Holiday Season & Help Local Economy

SEBRING, Fla. (December 8, 2011) - With the holidays here and gift shopping on everyone's mind, it is just as important to remember how your money is spent in addition to what you buy. How much money do you plan to spend at a local, independent business for the holidays?

The Sebring Community Redevelopment Agency (CRA)'s Buy Downtown Sebring (www.BuyDowntownSebring.com) program offers consumers financial savings, as well as a way to support locally-owned businesses and local jobs that helps keep more money within the community. Here are a few facts:

- Local businesses reinvest in the local economy 60% more than chains.
- Small businesses account for 75% of all new jobs in this country.
- Small business employs over half of all US workers.

As part of the CRA's mission to spur economic activity in Downtown Sebring, the Buy Downtown Sebring (www.BuyDowntownSebring.com) program was launched in December 2010 with the goal of connecting Downtown Sebring businesses with the buying power of the local community. Consumers can pick up their free Buy Downtown Sebring card at participating merchants, the Sebring Chamber of Commerce offices, the CRA office located in City Hall or the Highlands County Convention & Visitors Bureau. The savings begin immediately as each participating merchant offers discounts and savings on goods such as home decor, school supplies, art and culture, framing, dining, pottery, art, flooring, gardening/plants, pet goods, office supplies, furniture, antiques, clothing and jewelry.

The mission of the CRA is to bring about the economic revitalization of an established target area. To create a re-investment environment that attracts private investors into the area. To promote improvements within the redevelopment area through renovation and restoration of buildings, as well as to encourage new construction. For more information, visit www.DowntownSebring.org.