

FOR IMMEDIATE RELEASE

20 AUGUST 2012

RelyLocal Racine to Hold Third 'Cash Mob' Event

Racine, Wis. – RelyLocal Racine, a business promotion network, will hold its third area “Cash Mob” event on Saturday, August 25 at 1:00 p.m. in West Racine. Participants are asked to bring \$10 or more to spend, and to meet at the northeast corner of Washington and Grove Avenues next to Nailed It! salon. “Cash Mobbers” will then shop the businesses in the vicinity. The event will also include give-aways and prizes from RelyLocal member companies. Additional details and a dedicated event listing are available through RelyLocal Racine’s Facebook page.

Previous Cash Mobs were held earlier this year in downtown Racine, and at Klema Feeds and Lee’s True Value Hardware, in June and March, respectively.

“These local business owners are who sponsor our little leagues, donate to our local charities, and volunteer for our community events — giving back to the area in countless ways. We rely on them, but can they rely on us? The Cash Mob is one of several projects that we have initiated to promote these entrepreneurs and proprietors who are, after all, our neighbors,” explains Nick Christensen, RelyLocal Racine coordinator. “We need to help these enterprises to thrive!”

Statistics suggest that a higher percentage of money spent with local businesses (about 68%) remains in the area, whereas much less of what is spent with national chains stays in the community (only about 14%).

About RelyLocal and RelyLocal Racine

RelyLocal is a community-based association providing publicity, social media and real world networking tools and activities, programs of membership discounts, and other promotional support. RelyLocal operates on the premise that healthy local businesses are at the heart of the health of their own communities, as well as the backbone of the national economy. The RelyLocal campaign was launched in 2009.

RelyLocal Racine was founded in 2010 by Nick Christensen. Christensen brings more than 25 years of business experience, including many years in the advertising and service industries. Website:

<http://www.relylocal.com/racine-county-wisconsin>

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