

Be.Bendigo  
www.bebendigo.com.au

Phone - (03) 5442 7816  
Email - admin@bebendigo.com.au

276 Hargreaves Mall, Bendigo

PO Box 113  
Bendigo Central, Victoria 3552

**BE.  
BENDIGO**

## **MEDIA RELEASE**

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### **Shop local for Christmas**

**Small businesses are vital for economic activity, are an important part of Bendigo continuing to recover from Covid disruptions, and are a significant employer of local people, according to Be.Bendigo (Bendigo’s Chamber of Commerce).**

“Shopping locally for Christmas – from Bendigo and regional businesses – not only has a significant impact for those businesses, but can also be a way to celebrate a very local Christmas”, according to CEO of Be.Bendigo, Mr Rob Herbert.

‘Local shops often sell locally made or locally grown produce and other goods, so are a great way to give unique gifts at Christmas’, Mr Herbert continued, “With a great range of artisan clothing and other retailers, food and wine producers and specialist suppliers, it is easy to find something special for almost everyone this Christmas.”

“Whether it be beautiful clothes or artworks, chocolates or a bottle of wine – there are so many “Bendigo-made” choices that will be a treat under the Christmas tree, or a delicious addition to the Christmas table – especially for those of us with out-of-town visitors over the Christmas break,” he said.

In addition, buying from local retailers usually means that the business owner will be working in the store, and the personalised service you receive will reflect the fact that they care about you as a customer, and are keen to develop a longer term relationship – perhaps even ensuring that you will receive an early tip-off when there is something new for you in store!

“And if the prospect of cooking Christmas lunch just won’t fit into your busy schedule, where better than our “City of Gastronomy” to book a fabulous hospitality venue for a stress-free celebration, or collect the pre-prepared ingredients for a relaxed day at home”, Mr Herbert said.

**Media Contact: Rob Herbert, CEO, Be.Bendigo Mobile: 0427 562 031**