



*As you may be aware, as a Mainstreets Pittsburgh neighborhood, we occasionally receive assistance from the Urban Redevelopment Authority through various programs. [Pittsburgh Buy Local](#) is a new initiative launching this fall and the URA is a sponsor. Part of the sponsorship includes **FREE** Pittsburgh Buy Local memberships for local independent businesses that fall under the Mainstreets Pittsburgh and Center for Innovation and Entrepreneurship programs.*

Please do your business a favor by taking advantage of this free offering, which includes advertising, upgrades, inclusion in seasonal Buy Local shopping guides, online web pages, and more. The Pittsburgh Buy Local project will be advertised each month in Pittsburgh Magazine and will include constantly changing monthly guides highlighting the best seasonal offerings from local independent businesses. The goal is to make it easier for shoppers to buy local.

*Numerous studies have proven that cities that have adapted sustainable Buy Local campaigns show significant growth in their local economies. **The free memberships being offered are limited and first come first serve, so be sure to [register now](#).** More information on Pittsburgh Buy Local can be found online.*

Feel free to direct any questions about the project and memberships to Heather Walsh at heather.walsh@livingpittsburgh.com

**Please note that the welcome packs and window decals are still being created, so those membership benefits will be delayed.*

The mission of Pittsburgh Buy Local is to strengthen our neighborhoods, communities, and the local economy by supporting, assisting, and celebrating locally owned businesses throughout Pittsburgh and its surrounding areas.

The main goals of Pittsburgh Buy Local are to:

- Form a strong community of members comprised of businesses, organizations, neighborhoods, and citizens who are passionate about keeping a healthy balance between corporately owned businesses and the independently owned businesses, “Mom & Pops”, and one of a kind organizations in our city,
- Create a stronger awareness of locally-owned independent businesses by educating consumers on the importance of buying local. PBL helps make it easy for consumers to take their desire to buy local and turn it into a reality by creating online holiday and seasonal local buying guides, publishing buy local articles, and promoting/marketing local independent member businesses
- Offer marketing support, visibility and resources to business owners,
- Create strong relationships with the local government and media thereby giving a louder voice to the locally-owned independent business community,
- Host and promote events with goals that align with the overall mission of PBL