

NEWS

TOWNSHIP OF WOODBRIDGE



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“Buy Local” Initiative Arrives on Main Street in Downtown Woodbridge

Woodbridge Sets Statewide Pace with On-Line “Buy Local” Business Directory



Woodbridge Township Mayor John E. McCormac announces the “Buy Local ~ Shop Main Street” in downtown Woodbridge program at Physical Features – celebrating 40 years in business on Main Street. “Buy Local ~ Shop Main Street” in Downtown Woodbridge is offers shopping incentives to Township residents and economic support to local business and

Woodbridge - Mayor John E. McCormac today announced that Woodbridge Township continues to set the pace as a statewide leader in local economic stimulus with the “Buy Local ~ Shop Main Street” in Downtown Woodbridge campaign geared to provide shopping incentives to Township residents while offering support to local business and industry. The Woodbridge Township “Buy Local” program includes an on-line “Buy Local” Business Directory for Township businesses that participate as a “Buy Local” vendor and employ “green” business practices.

“The “Buy Local ~ Shop Main Street” campaign is central to Woodbridge Township’s business and economic stimulus incentive with the goal of fostering a greater sense of awareness of local businesses, local business opportunities, and local job opportunities,” said Mayor McCormac. “Buy Local ~ Shop Main Street” is geared to encourage Township residents and consumers to support downtown

Woodbridge locally owned, independent businesses that provide unique services and commodities to the community.”

“Buy Local ~ Shop Main Street” contributes to the overall Township economy, maintains the character of the downtown Woodbridge community and provides continuing opportunities for local entrepreneurs and businesses by building economic strength throughout the Township. “Buy Local ~ Shop Main Street” also encourages environmental conservation by reducing travel and fuel consumption and advances health and wellness by allowing residents to walk to local merchants and stores for all their shopping needs.

In announcing the “Buy Local ~ Shop Main Street” and “Green Business Recognition” initiative, Mayor McCormac noted that key Woodbridge businesses, educational institutions, environmental groups, community



associations, consumers, and residents are committed to the long-term project, including the Municipal Council, the Mayor's Environmental Commission, the Woodbridge Township School District, the Woodbridge Redevelopment Agency, the Woodbridge Economic Development Corporation (WEDCO), the Woodbridge Metro Chamber of Commerce, Woodbridge Downtown Merchants and Main Street Business Association, Woodbridge Center Mall, and the downtown businesses in Colonia, Iselin, Fords, Avenel, Port Reading and Woodbridge.



How to Become A Woodbridge Township “Buy Local” Business:

As a valued Woodbridge Township small business or retailer, your business success is important. You are invited to enjoy the opportunity of having your business advertised on the Woodbridge Township “Buy Local” web page directory of local businesses.

Once you establish a discount for your goods and/or services – an incentive designed to encourage Township residents to “Buy Local” at your business - you will receive a “Buy Local” decal which designates

your store, restaurant, business, or location as a participating member of the Woodbridge Township “Buy Local” program.

How to be a “Buy Local” shopper:

Township residents will receive a “Buy Local” Club Card in the July edition of the Woodbridge News. Shoppers are instructed to clip the “Buy Local” Club Card from the Woodbridge News and to present the “Buy Local” Club Card to the participating “Buy Local” vendor to receive the “Buy Local” discount. “Buy Local” Club Cards are also available in the Mayor's Office at Town Hall, the Community Center and other Township locations.

To become a participating Woodbridge Township “Buy Local” business, or to obtain a “Buy Local” Club Card, log-on to the Woodbridge Township web page at: www.twp.woodbridge.nj.us... go to the “Buy Local” page and complete the on-line registration. If you have any additional questions or concerns, please feel free to contact the Mayor's Office at (732) 602-6015 or email wbmayer@twp.woodbridge.nj.us.

Don't simply do business in Woodbridge – be a part of Woodbridge... be a “Buy Local” business.

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