

Assemblywoman Addie J. Russell
reminds you to

Shop local and
rediscover
your backyard



SAVE
the
DATE

for the
**Your
Special Day
Expo!**
Sunday, April 17



“Buying local
energizes and supports the
North Country economy.
Join me in rediscovering all
that our local businesses
have to offer.”

Addie J. Russell



Assemblywoman Russell
is hosting her 4th annual

Your Special Day Expo!

A free event showcasing bridal and special event planning businesses

Sunday, April 17
11 a.m. – 4 p.m.

120 Commerce Park Drive, Building 11
Ogdensburg Bridge and Port Authority Complex

All donations and proceeds will benefit the
Ogdensburg Boys and Girls Club and the
Ogdensburg Zonta Club.



2015 Cake Dive Competition

Be sure to attend
the fashion show at
2:30 p.m. and
the cake dive for
brides at 3:30 p.m.

“As a part of my *Rediscovering Your Backyard* initiative, I’m hosting this expo to highlight how important it is to shop local and reinvest in our economy. Whether it’s a wedding, a birthday party or other celebration, you can find great local vendors to help with your special event.”

– Assemblywoman
Addie J. Russell



Why shopping local matters...

- Independent retailers return more than **three times** as much money per dollar of sales than chain competitors to the local economy¹
- Small businesses employed **3.7 million** workers in 2010²
- Small businesses provide **55%** of all jobs and **66%** of all net new jobs since the 1970s³

¹civiceconomics.com/indie-impact.html ²sba.gov/sites/default/files/ny12.pdf

³sba.gov/content/small-business-trends-impact

If you have any questions about this event or any community issue, contact:

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