

VALDOSTA - LOWNDES COUNTY  
CHAMBER OF COMMERCE

Leading Businesses.  
Leading Communities.™



416 North Ashley Street P.O. Box 790 Valdosta, GA 31603  
229.247.8100 FAX 229.245.0071 ebennett@valdostachamber.com  
Contact: Erika Bennett

July 25, 2011  
**For Immediate Release**

### **Chamber Encourages You to Shop Local and Save BIG**

The Valdosta-Lowndes County Chamber encourages everyone to shop local during the “Better Than Tax Free Weekend” July 29-31.

The Chamber’s buy local initiative, Think B.I.G. (Buy In Greater Valdosta), is partnering with the Valdosta Mall for the “Better Than Tax Free Weekend” to promote local spending. During this weekend, participating businesses are offering at least 10% savings on merchandise allowing you to save more money than you would on a typical tax free holiday.

Think B.I.G. is an initiative to encourage individuals and businesses to redirect their spending to local business to keep revenue in the local economy. A study conducted by Dr. Cynthia Tori, an Associate Professor at Valdosta State University Langdale College of Business, states that every dollar spent in the Valdosta-Lowndes area results in a \$1.63 return.

Visit [www.ValdostaChamber.com](http://www.ValdostaChamber.com) to view a list of participating businesses.