



2020 Be Local Coupon Book Release

LOCAL FIRST LAUNCHES NEW BOOK WITH A CHOCOLATY PARTY

save over
\$5,000

262 COUPONS
+ 170 LOCAL,
INDEPENDENT BUSINESSES

- 26 member stories
- Educational content on the Durango Creative District, agricultural members, and the Local First Foundation

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20/20 VISION:
LOOK LOCAL

2020

**BE
LOCAL
COUPON
BOOK**

LA PLATA COUNTY, CO
LOCAL-FIRST.ORG

\$25

Oh My Gosh, we're so excited for the book to come out! What new and awesome things can we look forward to seeing in it this year?

This year's Be Local Coupon Book theme is "20/20 Vision: Look Local". You can look forward to learning how to choose the local, independent option in La Plata County through new businesses, awesome products, and exceptional services. We might typically only think of the traditional ways of shopping local, but choosing local accountants, health care professionals, and payroll makes a difference too for supporting our economy.

Speaking of payroll, we are also very excited to announce that this year the Local First Foundation will be the recipient of the Payroll Department Coupon. The Local First Foundation is a sister nonprofit to Local First that works to conduct education, research, and outreach on the importance of local self-reliance in order to build an economy that values people, the planet and prosperity for everyone in the greater La Plata County region. If every coupon is turned in it will result in \$20,000 to support the Foundations' work, such as our efforts on getting Durango established as a Creative District and on cooperative local health care solutions.

When is the official release date and where can we get one?

The official release date is on November 16th. Some of our most popular sellers are Nature's Oasis, Maria's Bookshop, Kroegers, Animas Trading Company, Ska Brewing Company, but you can buy books at many of your favorite places around town. You can find the full list of places to purchase books at <https://local-first.org/coupon-book-release/>. The Be Local Coupon Book is a great way to pick your next date night or welcome your new neighbor, to use as a fun stocking stuffer or to give as a gift for friends, family, or even your employees!

*We want to come to the release party! Can we have details on the event? The Book Release Party is going to be at Animas Chocolate Company this year on Wednesday, November 20th. It is a way to come celebrate with all of our local, independent business owners, eat delicious food, drink amazing beverages and obviously have some chocolate. The party will be from 5-7 pm and tickets are \$10, which covers your entry and apps. We'll also have some

- special chocolaty beverages, coffee, wines and cocktails available for purchase.
- You can find tickets to the release party online or for purchase at the door. Bring your favorite sunglasses! We're -looking- local.

Can you give us a sneak peek into some coupons??

- It's always fun to see our favorite coupons return but we also have some great new coupons this year! We are excited to have Birds, The Bookcase and Barber, Columbine Landscapes, VanGo Durango, and several other new members join us in the Be Local Coupon Book. You'll have to pick up your copy to learn more!

How is the coupon book made?

- The coupon book is produced over several months and is quite the production to pull together. Imagine writing a book every year that has over 180 different authors contributing to it! It's a lot of herding very busy cats, but it's so rewarding to pull off. The most fun part of the book production is picking the theme and seeing how different businesses interpret it for their book photo. Some businesses REALLY get into coming up with creative ideas and that is what makes the book so fun to look through.

WED. NOVEMBER 20TH
5-7PM @ ANIMAS CHOCOLATE AND COFFEE COMPANY
920 MAIN AVE.
GET YOUR TICKETS EITHER
ONLINE AT
WWW.LOCAL-FIRST.ORG
OR AT THE DOOR



**LOCAL
FIRST**