From: Mark Kruea
To: City Council; Kaycey Vrettos; cpendergrass@cityofmyrtlebeach.com
Subject: FW: [External]Press Release - MBACC Launches Small Business Recovery Campaign
Date: Tuesday, June 2, 2020 11:46:16 AM
Attachments: MBACC Launches Small Business Recovery Campaign 6.2.20.docx

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FYI

photograph

The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

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From: Sarah Stephens <sarah.stephens@visitmyrtlebeach.com>
Sent: Tuesday, June 2, 2020 11:33 AM
Subject: [External]Press Release - MBACC Launches Small Business Recovery Campaign

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For Immediate Release
June 2, 2020

MEDIA CONTACT:
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MBACC Launches Small Business Recovery Campaign

Campaign encourages residents to show love for the beach

MYRTLE BEACH, S.C. – The Myrtle Beach Area Chamber of Commerce (MBACC) has launched a recovery campaign to help restore the local economy in the wake of COVID-19. The campaign is designed to help small businesses recover from the devastating effects of the temporary shutdown by encouraging residents to support local business.

“Economic recovery starts at home,” said Karen Riordan, MBACC president & CEO. “Small businesses are the backbone of our economy and they have been devastated in recent weeks. These business owners need our support now more than ever. Shopping, dining and playing locally is the key to restoring our economy.”

The campaign, Show Your Love for the Beach, highlights area businesses across a variety of economic sectors such as restaurants, retail shops and attractions. The campaign includes television, print and radio ads featuring local business owners sharing personal messages with the community.

Residents should look to DHEC and the CDC for current recommendations on healthy hygiene practices and social distancing guidelines as they consider how they want to support local businesses in the coming days and weeks.

Visit MyrtleBeachAreaChamber.com/news/support-local-business for more information about the campaign.

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About Myrtle Beach Area Chamber of Commerce

Since 1938, the Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. The U.S. Chamber of Commerce has awarded the MBACC its five-star accreditation--one of only a few chambers in South Carolina to earn this distinction. The MBACC serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest. For more information, visit MyrtleBeachAreaChamber.com.

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