

April 29, 2020

Local organizations uniting to #SupportPG

PRINCE GEORGE - With COVID-19 creating dramatic impacts to local business, eleven organizations have partnered to provide support during these challenging times. The partners represent a cross-section of Prince George agencies with direct stakes in supporting the local economy:

- Prince George Chamber of Commerce
- City of Prince George
- Tourism Prince George
- Downtown Prince George
- Community Futures Fraser-Fort George
- Prince George Airport Authority
- Women's Enterprise Centre
- Aboriginal Business Development Corporation
- College of New Caledonia
- University of Northern British Columbia
- Northern BC Tourism Association

The partners have created and launched a website aimed at giving businesses access to all COVID-19 support resources in one centralized location - providing residents with information about how to #SupportPG businesses during the pandemic.

Building off the success of the Support PG initiative, initially developed by the Prince George Chamber of Commerce, www.supportpg.ca provides links to webinars, funding sources, human resource support, health and wellness information, and contact details for people to call if they are struggling to find the programs or support they need. Additionally, the site includes a section focused on capacity building, highlighting virtual workshops and events to enhance businesses resiliency and pursue mitigation strategies to thrive over the long term.

Two website features are the support local page, providing a directory of businesses open for take-out and delivery, and the good news page which includes stories of our local heroes and blogs written by local experts.

A marketing campaign designed to promote local businesses by encouraging residents of Prince George to shop local complements the website. This campaign will be rolled out in two phases - one to support businesses while physical distancing measures are in place and a

second to support them once measures have been relaxed. The campaign includes a combination of local media outreach, digital advertising, and outdoor tactics geared to encourage local and regional consumers to support Prince George businesses. Additionally, contests will be launched to drive traffic to local businesses once physical distancing measures are relaxed.

To access business resources, register your business as open, learn how to support local businesses or share a local hero's story, visit www.supportpg.ca.

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Photo credit: CKPG

For more information:

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Partner Quotes:

Todd Corrigan, CEO, Prince George Chamber of Commerce

"When #SupportPG was first envisioned, it was intended to highlight the amazing work of local business and bridge the gap amongst community groups and organizations. Today marks both the culmination of the initial work, and the beginning of the next phase. For any recovery to be viable, we need to ensure that our businesses are supported right now. Our goal is to ensure that business can remain viable, employers can retain employees and residents can patronize local business – the end result is a swift and successful local recovery when possible."

Prince George Chamber of Commerce Media Contact:
Todd Corrigan 250-613-1633, ceo@pgchamber.bc.ca

Lyn Hall, Mayor, City of Prince George

"Just as Canadians must work in concert to beat back the threat of Covid-19, community groups and organizations must work together to support our local businesses - both during the pandemic and as we recover. The #SupportPG initiative will help provide what our local businesses tell us they need during the pandemic by providing them with marketing support, access to resources, and more. Council wants to thank our highly valued Prince George businesses for their ongoing investment and



belief in our city even during this extremely trying time. We also offer our sincere thanks to our partners for coming together to #supportpg.”

City of Prince George Media Contact:

Michael Kellett, 250-614-7882, michael.kellett@princegeorge.ca

Tracey McBride, CEO, Tourism Prince George

"During these unprecedented times it is essential to work together to rally for our local businesses, associations and groups with a plan for response, resiliency and for eventual recovery. Prince George is known for rallying around their city and demonstrating their pride and compassion for each other during great events and especially during tough times. I have no doubt that when we work together we can emerge stronger, more resilient with creative solutions and bold new ideas. Our team is focused and engaged to ensure that we are successful for the long term, regardless of what changes may occur."

Tourism PG Media Contact:

Camila Sanchez, 250-649-3207, sanchez@tourismpg.com

Susan Stearns, General Manager, Community Futures Fraser Fort George

"#SupportPG demonstrates, once again, that together we are stronger! Prince George will rebound as a city, and as the economic hub of the North, because we have the blessing of unwavering support of the people, commitment of the businesses community, and outstanding collaboration between the business support and economic development organizations. It is through the commitment of the people that the local economy will rebound and the City will come through these unprecedented times and regain a vibrant economy. Community Futures Fraser Fort George encourages everyone who lives in our beautiful City to sign the pledge and stay committed, through your actions, to #SupportPG!"

Community Futures Fraser Fort George Media Contact:

Susan Stearns, 250-562-9622 ext 106, susans@cfdc.bc.ca

Colleen Van Mook, Executive Director, Downtown Prince George

"In our community and in our downtown, we have seen a tremendous amount of creativity during these different times. COVID-19 has changed our world and things look different, but we are the same passionate community that will get through this crisis. The entrepreneurial spirit and passion of our downtown businesses has revealed how they can and will rise to the challenge. Now, more than ever, is the time for us to come together to show our resiliency, agility and courage as families, neighbours, colleagues and leaders. I am proud to call Prince George home, a community that shows



compassion, strength and the commitment to thrive collectively. #SupportPG confirms why we are better together and will guide us all through to the other side.“

Downtown Prince George Media Contact:
Colleen Van Mook, 250-614-1330, colleenvm@downtownpg.com

Gordon Duke, CEO, Prince George Airport Authority

“Prince George business people are a huge part of our success and that is why we felt it was important to participate in this #SupportPG initiative. The Prince George Airport Authority knows how resilient our community and businesses are and we look forward to helping any way that we can as we go through the many stages of this pandemic.”

Prince George Airport Authority Media Contact:
Lindsay Cotter, 250-961-8151, lcotter@pgairport.ca

Jill Earthy, Interim CEO, Women’s Enterprise Centre

“Women’s Enterprise Centre is committed to supporting women-owned businesses through the challenges they are facing during COVID-19, and we know the best way to keep our business community strong is through collaboration. Our partner agencies in Prince George do incredible work, and we look forward to providing advisory support, training, financing and mentoring to women business owners to complement their efforts. We’re confident that our united efforts will build capacity and resilience for the long-term.”

Women’s Enterprise Centre Media Contact:
Bobbi Carpino, bobbi@womensenterprise.ca

Vincent Prince, Executive Director, Aboriginal Business Development Centre

“Crisis Management or Opportunity Management? These extraordinary times have forced everyone to look inward. What are our strengths and what things have I been taking for granted? Along with a new decade, this region has been forced into change that we could not have imaged a year ago. How we band together, how we support each other will decide our fate. Let’s get through this, because this too shall pass.”

Aboriginal Business Development Centre Media Contact:
Vincent Prince, 250 562-6325, executivedirector@abdc.bc.ca

Dr. Dennis Johnson, President and CEO of the College of New Caledonia (CNC)



NEWS RELEASE

“We, as a community, have come together in our effort to flatten the curve of COVID-19. Though these have been difficult times, I’m inspired by the way the community has responded with understanding, flexibility and genuine concern for one another. Support PG is an excellent information resource that provides the tools for us to continue to get through the COVID-19 pandemic together.”

College of New Caledonia Media Contact:
Dustin Ruth, 778-349-0597, ruthd1@cnc.bc.ca