

RELEASE DATE: July 23, 2020

Mr. PG raises the Support PG flag

PRINCE GEORGE – Mr. PG is making his support known! Today, a special Support PG flag has been raised by the beloved landmark at the intersection of Highways 16 and 97.

Support PG is a collaborative project developed by 11 community partners with a stake in economic development to support local businesses impacted by COVID-19. The Support PG website provides a central hub of COVID-19 related information for local businesses, examples of how to support local, a weekly blog, and good news stories for individuals and companies that are going above and beyond for their community. In recent weeks, staycation packages have been launched to help promote local and regional tourism.

To celebrate the occasion, 20 prize packs have been assembled with merchandise, promotional items, and donations from partner organizations and local businesses. Notably, each prize pack includes a coveted pair of limited-edition Mr. PG socks. These free prize packs will be available on a first-come-first-serve basis at five local businesses. Each business is also offering special discounts on products and services for anyone who mentions “Support PG”. Discounts are only available for in-store purchases on July 23.

The five participating local businesses are:

- **Darling Deviance Wool Shop & Gifts** (6549 John Hart Hwy) – Offering 10% off merchandise
- **Madras Maple Café** (1535 Ogilvie St S) – 10% off food orders and a \$10 butter chicken + rice special
- **Northern Lights Estate Winery** (745 Prince George Pulpmill Rd) – Offering 10% off wines, merchandise, and food in the Bistro
- **Smokey J’s** – (7100 Domano Blvd) – Offering 15% off food orders
- **Sound Factory** (1621 Nicholson St S) – Offering 10% off merchandise

Visit one of the five participating businesses to pick up your Support PG prize pack today! For more information, visit the Support PG [Facebook](#) and [Instagram](#) social media channels.

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Photo 1 caption: (L to R): Melissa Barcellos (Manager, Economic Development, City of Prince George), Tracey McBride (CEO, Tourism Prince George), Mayor Lyn Hall, Bobbi Carpino (Entrepreneur in Residence, Women's Enterprise Centre), Colleen Van Mook (Executive



Director, Downtown Prince George), Gordon Duke (President and CEO, Prince George Airport Authority), Kiel Giddens (President, Prince George Chamber of Commerce), Tim Tribe (Vice President, University Advancement, UNBC) celebrate Mr. PG raise the Support PG flag.

Photo 2 and 3 caption: Mr. PG holds a Support PG flag in celebration of the initiative.

Photo credit: Photo supplied by Support PG.

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About Support PG:

Eleven local organizations have partnered to provide support to local businesses impacted by COVID-19. The partners represent a cross-section of Prince George agencies with a direct stake 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 launched a website and marketing campaign named Support PG 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. The website also 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.

The project draws its name from a directory of open businesses created by the Prince George Chamber of Commerce and added to their website shortly after the pandemic was declared. This listing has been migrated to the Support PG website.