



DOWNTOWN STRATFORD BIA
Launches Local Campaign to Shop Main Street Canada.
Support Local.

Stratford, February 26, 2025 - The Downtown Stratford Business Improvement Area (BIA) is excited to announce the launch of a new local initiative as part of the nationwide movement: Shop Main Street Canada. Support Local. This campaign encourages our community to embrace a local-first mindset and recognize the importance of supporting Main Street businesses that serve as the economic and cultural heartbeat of our town.

Main Street businesses are more than just places to shop—they are the pulse of our community, driving job creation, sustaining entrepreneurs, and fostering economic growth. Every dollar spent at a locally-owned business fuels community investment, strengthens local initiatives, and ensures that unique small businesses continue to thrive despite economic challenges.

“This campaign is about more than just shopping locally; it’s about investing in the future of Stratford,” said Jamie Pritchard, BIA General Manager. “By choosing to shop, dine, and do business Downtown, we are directly contributing to economic growth, job creation, and the preservation of the unique character of our neighbourhoods.”

To support this initiative, the Downtown Stratford BIA is providing a comprehensive toolkit to local businesses and stakeholders. This toolkit includes campaign logos, social media assets, marketing materials, and guidelines to help spread the message and engage customers in this movement.

We encourage residents, visitors, and business owners to take part in the campaign by:

- Updating your Social Media profiles to include the Shop Main Street Canada, Support Local log
- Shopping at local businesses
- Dining at independently-owned restaurants and cafés
- Choosing Canadian-made products and services
- Connect with the Downtown Stratford BIA on their initiatives and promotions

Find more details and explore the businesses near you by visiting:

<https://downtownstratford.ca/directory/>

The Downtown Stratford BIA remains committed to advocating for the success of Main Street businesses and strengthening our local economy. Together, we can make a lasting impact by supporting the businesses that support us.

Join the movement. Shop Main Street Canada, Support Local and invest in Canadian businesses.

About Downtown Stratford BIA

The Downtown Stratford Business Improvement area (BIA) was founded in 1973 and is made up of eight downtown small businesses and property owners as a volunteer board, and a dedicated staff, who work in partnership with the City of Stratford to create a thriving, competitive, and safe business area that attracts shoppers, diners, tourists, and new business. By working collectively as a BIA, our local downtown businesses have the organizational and funding capacity to be catalysts for civic improvement, enhancing the quality of life downtown and the city as a whole.

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