



For Immediate Release:
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Old Town Cape Calls for Families to Support Main Street and Shop Local

Keep local dollars local by patronizing exciting downtown shops

Cape Girardeau – Old Town Cape, an accredited Main Street Program, has issued a call to residents in the Cape Girardeau area to support Main Street by shopping for gifts at local businesses first this holiday season. Old Town Cape's small, independent businesses offer merchandise you can't find at national retailers, competitive prices, and great customer service—all within the charming historic atmosphere of downtown Cape Girardeau.

“Our historic buildings, festive holiday decorations, friendly merchants, and matchless gift selection all make shopping downtown a great experience,” says Executive Director, Marla Mills. “Holiday shopping in downtown is an enjoyable alternative to fighting the crowds at 4 a.m. sales. We invite people to spread the holiday spirit where it counts—at home.”

Old Town Cape is spreading the word about supporting the Main Street philosophy by encouraging people to watch a thought-provoking video available at www.oldtowncape.org.

Shopping on Main Street and attending holiday festivities are not just fun; they are important ways to support the small, independent businesses everyone loves. Local businesses are the backbone of the community; they reinvest in Cape Girardeau and strengthen the local economy. National research shows that a higher percentage of money spent at local businesses will stay in the local economy, while fewer dollars from purchases at national retailers stay in the local economy.

Old Town Cape is a nationally accredited Main Street Program that works to build a downtown community that cherishes its past and is an economically viable district in which the citizens of Cape Girardeau can live, work and play.

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