



# TREIG E. PRONSCHINSKE

STATE REPRESENTATIVE • 92<sup>nd</sup> ASSEMBLY DISTRICT

For Immediate Release:  
November 30<sup>th</sup>, 2018

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## **Shopping Small Builds Strong Communities**

We live in a world where we can easily go to a big box store and get everything we need in one place. And sometimes, we end up leaving with things we did not need in the first place. Shopping at large stores is great for buying bulk items and such, but it is still important to support our local small businesses. While Small Business Saturday may be over, we can continue to support our local mom and pop shops as well.

One of the many reasons to shop local is that behind the success of every small business there is a family relying on that income to pay bills or put their children through school and extracurricular activities. You see, for these small business owners it's about more than just profit. It is also about the ability to succeed in life and pass down their businesses to family members. Local business owners also see it as an opportunity to educate their family and neighbors about the importance of hard work and dedication.

Additionally, by shopping small you are helping to contribute to a strong local economy. Your contribution to the local economy can have massive impacts on issues such as property values, new residents in our community, school populations, and many others. You can also save time by shopping local. Instead of driving long distances to big cities like La Crosse, Eau Claire and maybe even the Twin Cities as often as we do, we can spend more valuable time with our loved ones.

Shopping small doesn't just have to be for household things. By eating at local restaurants and frequenting other small businesses we can continue to foster strong local connections, a sense of community, and strong economies.

I hope you had a great hunting season and remember to bundle up and drive safely as we head further into winter.

As always, feel free to contact my office with questions, comments, or concerns.

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