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FOR IMMEDIATE RELEASE

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Think Boise First Urges Consumers to Support Local Economy with “Local Friday” Shopping Deals

(BOISE) — As consumers gear up for the holiday shopping blitz known as Black Friday, Think Boise First and a new local business marketing service called DealChirp, are promoting “Local Friday” and reminding Boise shoppers that supporting independent, locally owned businesses is good for the pocketbook and good for the local economy.

“As consumers sort through all the sales and deals this week, we wanted Boise shoppers to know that they can also find high-value offers, great variety, and unique gifts by shopping at the “Main St.” and neighborhood businesses owned by fellow Boiseans,” said Beth Geagan, executive director of Sustainable Community Connections of Idaho and Think Boise First. “As such, we’re encouraging people to visit DealChirp.com, find some great local deals, and then shop at these businesses on ‘Local Friday’ and throughout the holiday season.”

Think Boise First has teamed up with DealChirp, a Boise-based start-up that provides independent, locally owned businesses with an inexpensive online/social media marketing platform. DealChirp.com launches this week, on the eve of the holiday shopping rush.

DealChirp offers local consumers a one-stop shop for checking out all the hottest and latest deals—posted in real-time and listed by category—offered by local businesses. Shoppers can rate, comment, and easily share deals across social media sites like Facebook and Twitter. Local businesses, which often don’t have the time or expertise to take advantage of web and social media technologies, can push out timely promotions to a targeted audience with ease.

“DealChirp has the inside scoop on the best and most current deals being offered by local businesses in our own community,” said co-founder David Murray. “Businesses without a huge advertising budget need a quick and easy way to reach their target audience locally. Many national deal sites exist for big box stores and franchises, but no one is consolidating and presenting deals from local businesses. That’s where we come in.”

DealChirp recently formalized their partnership with Think Boise First, an organization dedicated to strengthening and connecting networks of locally owned, independent businesses. DealChirp will only accept business customers (advertisers) who meet the Think Boise First criteria of being a locally owned and independently operated.

Businesses who sign up for DealChirp now can enjoy a free trial period through December 31. Interested businesses can visit www.dealchirp.com or call 208.629.4842.

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