



**YS CHAMBER**



# PRESS RELEASE

**YELLOW SPRINGS  
CHAMBER OF COMMERCE**

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## **“Only Local Wednesdays” Kicks Off the New Year in Yellow Springs, Ohio**

Taking place each Wednesday from January through March, Only Local Wednesdays encourages residents and visitors to intentionally direct their shopping to local retailers and service professionals. While shopping local is always encouraged, the initiative highlights one dedicated day each week to celebrate the collective impact of supporting neighborhood businesses and the role they play in the vitality of the Yellow Springs community.

To spark engagement, shoppers will receive an Only Local Wednesdays sticker from local businesses and are invited to share a selfie on social media using #OnlyLocalWednesdays for a chance to win a monthly gift curated by the Chamber and sourced from a local business.

The initiative launches as consumer trends continue to shift toward values-driven spending, with more than 60 percent of shoppers indicating a preference for supporting local economies and independent businesses. In small towns like Yellow Springs, these choices are especially impactful, sustaining jobs, preserving community character, and strengthening long-term economic resilience.

Only Local Wednesdays serves as a simple but powerful reminder that small, intentional choices made together create lasting impact. For more information about Only Local Wednesdays, participating businesses, and monthly giveaways, visit the Yellow Springs Chamber of Commerce or follow along on social media using #OnlyLocalWednesdays.



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