



Eastern Idaho small businesses are the lifeblood of our communities and the backbone of our state's economy. However, the ongoing COVID-19 outbreak has forced widespread closures of small businesses across the Gem State, threatening livelihoods, acute job losses, and imperiling the future of local establishments across our state.

That's why Regional Economic Development for Eastern Idaho (REDI) has partnered with Senator Jim Risch to participate in the "**Support Local Gems**" initiative. On Friday, April 24th, REDI invites all Idahoans to find ways to support the small businesses in our communities whose operations have been severely impacted by the COVID-19 outbreak. April 24th will serve as an all-day celebration of the local businesses that make our communities thrive.

You can participate by shopping at your favorite small businesses online, purchasing gift cards for future use (or for a loved one), ordering take-out or delivery from local restaurants, writing a review online, posting on social media about your favorite local business, or simply saying thank you to the businesses you frequent most often in your daily life. The outbreak has put many in difficult financial situations, but there are many ways to show your support.

Following the event, and starting April 27th, REDI will continue to promote awareness of the **Support Local Gems** program by sharing resources as well as the stories of Eastern Idaho communities, citizens, and small businesses on visitidaho.org and across our social media channels.

There is no question that COVID-19 has had a significant disrupting effect on all our lives. Now, more than ever, it's important to support the small businesses in the Gem State that provide local jobs, services, and unquantifiable community value.

If your financial situation allows, we hope you'll join us and **Support Local Gems** on Friday, April 24th. Your support can make all the difference in a small business' future.

Thank you for your support.

Teresa McKnight, CEO
Regional Economic Development for Eastern Idaho (REDI)

