Welcome Package Encourages People to Shop Local



Spectrum News Charlotte (November 28) — Small Business Saturday is all about shopping local and one group is working with local stores to spread the word about their business in Indian Trail.

Our Town America sends out monthly packets to new neighbors full of coupons to local shops. Stores like Indian Trail Hardware have been including coupons to their store for eight years.

On November 24, Indian Trail Hardware customers got Small Business Saturday deals and coupons to a pop-up shop featuring local artists at the store next week.

“We’re just glad that they want to participate and be here. Hoping to bring more people for us and for them too,” Karen Wingo, owner of Indian Trail Hardware said.

In honor of Small Business Saturday, Our Town America gave Karen Wingo, and the Indian Trail Hardware store, a community service award for their support of local businesses.

Watch full video from Spectrum News below.


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