FOR IMMEDIATE RELEASE

SHOP LOCAL. DINE LOCAL. SUPPORT YOUR NEIGHBORS.

A Holiday Message from Justin LaMarch, President of the Greater Monroe Chamber of Commerce

MONROE, NY — As the holiday season approaches, the Greater Monroe Chamber of Commerce is encouraging residents throughout the Greater Monroe area to make a conscious effort to support the local businesses that help make our communities thrive.

Dear Friends, Neighbors, and Members of Our Greater Monroe Community,

As President of the Greater Monroe Chamber of Commerce, I want to take a moment to speak from the heart about something that means so much to me and to the future of our community: supporting our local businesses.

Our Greater Monroe area, including Monroe, Harriman, Chester, Woodbury, and our surrounding villages and towns, is fortunate to have a wonderful and diverse business community. Behind every small business is a hardworking owner, a family, dedicated employees, and often years of sacrifice, commitment, and dreams. These are our neighbors, our friends, and the people who help make our community what it is today.

When we walk into a local shop, sit down for a meal at a neighborhood restaurant, enjoy coffee at a local café, or choose a local service provider, we are doing much more than making a purchase. We are supporting a family, helping preserve local jobs, and keeping someone's dream alive.

Small Business Saturday, November 28, 2026, is a wonderful reminder of the importance of shopping small. But I sincerely hope we can carry that message far beyond one special day. Our local businesses need our support throughout the entire year, not just during the holiday season.

I encourage each and every one of you to make a conscious effort to **SHOP LOCAL and DINE LOCAL.** Try that restaurant you've been meaning to visit. Stop into a local shop. Purchase a gift certificate from a hometown business. Recommend a local business to a friend. Share a positive experience. These seemingly small gestures can make an enormous difference to a small business owner.

We often talk about what makes a community special. I believe it is the people who care enough to invest their time, energy, and resources in making it better. Our local business owners do this every day. They support community events, contribute to local causes, employ our residents, and help create the welcoming hometown atmosphere we all value.

As your Chamber President, I am incredibly proud of the business community we represent. I am equally grateful to the residents who continue to support these businesses and recognize their importance.

When we spend our dollars locally, those dollars have the opportunity to circulate back into our own community. Let's support the people who support us. Let's help our local businesses not only survive, but grow and thrive.

This holiday season, I ask you to join me in making a difference. Let's show our local merchants, restaurant owners, and small business entrepreneurs that they are appreciated, valued, and an important part of our community.

Because a strong community is built not just by the businesses within it, but by the people who choose to support them.

Thank you for believing in our community, supporting our local businesses, and helping make the Greater Monroe area such a special place to call home.

With sincere appreciation and warmest wishes for a wonderful holiday season,

Justin LaMarch
President
Greater Monroe Chamber of Commerce

SHOP LOCAL. DINE LOCAL. SUPPORT YOUR NEIGHBORS. KEEP OUR COMMUNITY STRONG!

About the Greater Monroe Chamber of Commerce

The Greater Monroe Chamber of Commerce is dedicated to promoting local businesses, strengthening community connections, and supporting economic growth throughout Monroe, Harriman, Chester, Woodbury, and the surrounding communities.

For more information, visit **www.GMCOC.com**