

# the 3/50 project®

SAVING THE BRICK AND MORTARS OUR NATION IS BUILT ON

**3** What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps those businesses around.

**50** If half the employed population spent \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue.\* Imagine the positive impact if 3/4 the employed population did that.

**68** For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home*.

**1** The number of people it takes to start the trend...*you*.

*Pick 3. Spend 50. Save your local economy.*

WHERE DID  
ALL THIS BEGIN?

*click here*

WHAT IS AN  
INDEPENDENT?

*click here*

DOWNLOAD  
THE FREE FLYER

*click here*

GET LISTED AS  
A SUPPORTER

*click here*

## spread the word

Need graphics for your website? A banner for your window?

How about ads for local movie theaters and radio stations?

No problem. Just click on the link to be listed as a supporter.

After registering, you'll be whisked to a library of *free* marketing materials.