



Calvert County NEWS

175 Main Street
Courthouse
Prince Frederick, Maryland 20678
Phone: 410-535-4583 • 301-855-1880
www.co.cal.md.us

Board of Commissioners

Gerald W. Clark
Linda L. Kelley
Wilson H. Parran
Susan Shaw
Barbara A. Stinnett

Date: | December 2, 2009
Contacts: Danita Boonchaisri, Marketing/Communications Specialist
410.535.4583 E-mail: danitab@co.cal.md.us
Mark Volland, Public Information Specialist
410.535.4583 E-mail: vollanrm@co.cal.md.us

Make This Holiday Season Brighter With the Purchase of Local Gifts

PRINCE FREDERICK, Md. – December 2, 2009 – Wine, paintings and artwork, handmade jewelry, baked goods, textiles, crafts, spa treatments, trinkets and baubles – all items that can make a perfect holiday gift for someone special and all items that can be found right here in Calvert County.

Calvert County is home to many gift shops and stores which provide one-of-a-kind products with a distinct Southern Maryland flavor. By purchasing directly from stores, restaurants or farms that feature local products, residents can enjoy the convenience and variety of great gift ideas available in Calvert County while helping to ensure that neighborhood businesses and the region's economy continue to flourish.

Locally owned stores provide jobs, more often purchase supplies and products from other local businesses and provide unequalled customer service. A case study done in Maine in 2003 by the Institute for Local Self-Reliance reports that for every \$100 spent at a locally owned business, \$45 goes back into the community; for every \$100 spent at a chain store, only \$14 comes back.

Linda Vassallo, director of the Calvert County Department of Economic Development, believes that support of local businesses can have a ripple effect in developing a strong and vibrant regional economy. "Local merchants provide employment opportunities, unique shopping choices and convenience for our communities," she said. "But these business owners and entrepreneurs also give back to the community, volunteer in our neighborhoods and schools and serve as mentors and colleagues to other business owners, all of which adds to our collective economic prosperity."

~ more ~

Make This Holiday Season Brighter With the Purchase of Local Gifts

December 2, 2009

Page 2

This holiday season, consider the impact that you can have in your own backyard by dining, shopping and visiting neighborhood merchants while you help stimulate Calvert County's economy.

For more information about the Calvert County, Md., Department of Economic Development, our visitor sites and attractions and the services available to assist County businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to info@ecalvert.com; or visit online at www.ecalvert.com.

###

Calvert County is Maryland's smallest county in land area with 213 square miles. It is home to approximately 90,000 people and has one of the highest standards of living in Maryland. There are more than 5,000 businesses in the County and a labor force of at least 1.8 million resides within a one-hour drive. Major industries include defense contracting, information technology, tourism, utilities, light manufacturing and administrative services.