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"Try Lafayette First!" Kicks Off in Unity and Uniform

By Sophie Braccini



Photo Andy Schreck

Lafayette experienced a small town moment for a big town cause on Monday, December 1st. Lafayette business owners, all wearing matching "Try Lafayette First" tee-shirts and carrying signs bearing the names of their businesses, rallied to demonstrate their solidarity and desire to convince Lafayette residents of the importance of supporting local business.

From the Lafayette Park Hotel, to Smith's Shoe Repair, from Valhalla Automotive to Bank of the West, from Mt. Diablo Nursery to Toots Sweets, from Diablo Foods to Curves and from Oakwood Athletic Club to Gigi, more than 100 businesses have signed up to be part of the "Try Lafayette First" campaign and a large percentage of them came to the Lafayette Plaza on December 1st to join in the excitement about the coming holiday business season.

"Before you go anywhere else, try Lafayette first," urged Lafayette Chamber of Commerce Chief Executive Officer Jay Lifson. He invited all business owners to recommend another local business to their neighbors. "It is vital," he added, "in a small community like ours we need to know and support one another."

"I am here even if we do not have a store front," said Tamara Selvig of David Selvig Construction, "(because) in tough times we need to support each other and recommend our fellow businesses to our constituencies."

"For the people in town there is value added to shopping locally; our town depends on sales tax revenue, we all want a lively and vibrant downtown, everybody is in this together," said Chamber Board President Larry Duson, "we are a family and all participate."

See page 15 for a "Try Lafayette First" shopping map.

What are you calling that page? The above last line can be changed to whatever is appropriate.

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