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NEWS RELEASE

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WRLA Launches “Shop Local” Campaign *Encourages public to support local building supply stores*

WINNIPEG, MB – The Western Retail Lumber Association (WRLA) has launched a “shop local” campaign on social media and within its member stores to drive Canadians to shop their local building supply stores.

“Local businesses are the foundation of our community. When we shop local, we are not just giving money to a giant corporation, but we are helping people in our community. And these local businesses in turn give back to their neighbourhoods through sponsorships, fundraisers and volunteering,” says Liz Kovach, WRLA president. “Now more than ever, Canadians need to do their part to help restore the economy, and the lumber and building supply (LBM) industry is one of the best sectors for the public to spend their hard-earned money. A boost in sales in the building supply sector generates far more economic value in Canada compared to many other retail sectors, including automobile, appliances, communications equipment and clothing.”

The public awareness campaign urges people to “build up” their local community by shopping at their local building supply store. With over 330 building supply dealers located in the Prairies, there is a store nearby to most and these stores are uniquely positioned to provide the goods and services Canadians want and need right now as home renovations skyrocket while people are staying at home.

“Our members want to do their part to infuse the economy with some much-needed growth through employment and revenue,” says Kovach. “If every household in the Prairies provinces (Alberta, Saskatchewan and Manitoba) spent, on average, an additional \$500 on repair construction activities, it would boost provincial GDP across the three provinces by \$1.5 billion, generate \$938 million in labour income and support 14,800 jobs (direct, indirect and induced).”

The building supply industry is a \$80+ billion industry that directly employs over 262,000 Canadians. The industry brings a multitude of economic benefits, jobs and investment to the provinces and country. It enables the work of other Canadian businesses, such as developers and builders, small contractors and do-it-yourselfers.

WRLA represents 1,200 member firms in the building supply industry across Western Canada, including hardware stores, manufacturers, suppliers and lumberyards.

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CONNECTING THE BUILDING SUPPLY INDUSTRY