

Take the **SHOP 3 CHALLENGE!**



Michigan Retailers Association is issuing the Shop 3 Challenge. Join us in buying gifts from at least three Michigan stores this holiday season.

Here's why:

- Michiganers annually send **\$18.5 billion** annually to out-of-state retailers.
- If you switch just **1 in 10** of those out-of-state purchases to a Michigan retailer, you'd help keep **\$1.2 billion** dollars in OUR economy.
- Retailers rely on the holiday season for up to **25%** of their revenue.
- Studies show as many as **60%** of stores, restaurants and bars could close due to the pandemic.
- 100%** of retailers are ready to serve you, most with lots of safe options: curbside, home delivery, e-commerce and shopping in person.

**You have the power
to prevent empty storefronts.**
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