

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:

Michiganders 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.**

Take the Shop 3 Challenge!

