



Media Release

June 15, 2020

Bruce County joins *ShopHERE powered by Google* program, offering local businesses and artists free online selling option

Bruce County, Ontario: To help support local, small businesses and artists build a digital presence and minimize the economic impact of COVID-19, Bruce County and its local municipalities are joining Digital Main Street's *ShopHERE powered by Google* program.

"The digital economy offers fabulous opportunities for businesses," says Kara Van Myall, Bruce County Director of Planning & Development / Recovery Coordinator. "Bringing *ShopHERE powered by Google* to Bruce County means that more small businesses and artists can receive the skills and training needed to build an online store – all at no cost."

ShopHERE powered by Google initially started in the City of Toronto but became available to municipalities across Canada in May. The program is supported by several community and corporate partners, including Toronto Association of Business Improvement Areas, Shopify, Google, Mastercard, Microsoft, Magnet, and The Schulich School of Business - York University. The program is also funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

"Supporting local businesses and artists to create an online shopping experience is another way Bruce County is offering innovative solutions to navigate these difficult times," adds Van Myall. In May, [Bruce County Council endorsed the Support the Bruce: Business Sustainability Fund](#) - a \$1.75 million investment in loans and grants to support local businesses in the wake of COVID-19.

Business owners can access all available supports from Bruce County, including *ShopHERE powered by Google*, at www.brucecounty.on.ca/business/grants.

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For more information, contact:

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Bruce County is an upper-tier municipality in Southwestern Ontario, Canada, made up of 8 lower-tier municipalities and 68,423 residents. The explorers who visit, live, and work here are the dreamers who take roads less travelled and see tried and true as an invitation to try something new. Be an Explorer and call Bruce County home.