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Put Your Money Where Your House Is

By Sophie Braccini



Mayor Don Tatzin came to the Plaza for the official launch of the campaign Photo Andy Scheck

of \$30 or more; and Lamorinda Music will give \$10 off every purchase of \$100 or more.

The Chamber counted 50 participating businesses as of the campaign's launch, and expects that many more will join; dozens of "keys" were distributed right away. "There is no more convenient and greener way to shop," said Mayor Don Tatzin, who came to the Plaza on the 1st, "please continue to shop local and participate in this campaign, we need to keep our businesses going and the city will do its part."

The wood structure was removed from the Plaza on the 8th and, weather permitting, may be seen in front of Orchard Nursery.

For more information about the campaign go to www.trylafayettefirst.com

or visit the Chamber of

Commerce office at

100 Lafayette Circle, # 103.

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Early in the morning on December 1st, a team composed of Terry Ring (Ring Construction), Steve Palsa (Minuteman Press), JoAnne Archer (Sew Fine Interiors), and Jay Lifson, CEO of the Lafayette Chamber of Commerce, got together at the Plaza Park on the corner of Moraga Road and Mt Diablo Boulevard to erect a huge shopping bag, cheerfully adorned with a bright sun and decorated with the Chamber's new slogan, "Put your money where your house is." Later that day, dozens of Lafayette business owners came to the Plaza for the official launch of the campaign.

"We haven't lost any business in Lafayette during these tough economic times," stated Chamber CEO Jay Lifson, "we have our community to thank for that. They understood the idea behind 'Try Lafayette First' and supported us. Now we want to achieve a new level of involvement from our business community," Lifson explained, in order to keep shopping dollars circulation locally.

Residents are invited to pick up a free "key to the city's businesses" at the Chamber of Commerce at Lafayette Circle or at the Lafayette bookstore at Mt Diablo Blvd. Presenting the key at participating merchants will get shoppers special discounts and offers.

Among other benefits to key holders, the Lafayette Gallery will give free holiday cards to those who purchase items of \$50 or more; Clocks Etc. will give out a free hand-crafted ornament with purchase