



## NEWS RELEASE

---

### **FOR IMMEDIATE RELEASE – July 27, 2021**

Contact: Karla Slate, Communications and Marketing Manager  
City of Covington  
(253) 480-2402  
kslate@covingtonwa.gov

### **CITY TO LAUNCH #SHOPTHECOV PROJECT TO SUPPORT LOCAL & SMALL BUSINESSES**

Covington, WA – In an effort to help re-energize shopping and spending on goods and services at small businesses in Covington, the City is launching a shop local project called #ShopTheCov to help support those businesses most affected by the pandemic. The project is made possible utilizing funds from an economic development grant that the City of Covington has received from the Port of Seattle.

Covington's Shop Local Project will consist of a new online business directory that will be housed on the city's website and a 3-week-long small business promotional campaign. With great support from the Covington Chamber of Commerce and creative direction by consultants JayRay, the project will debut in September.

The business directory will feature any business in Covington that has an active business license in good standing that chooses to opt in. Businesses can complete the online form to join the free business directory by visiting [www.jotform.com/211806015449048](http://www.jotform.com/211806015449048). The directory will be marketed throughout the campaign and will also be able to feature businesses by more unique categories like women-owned, family-owned, found in Covington only, BIPOC-owned, veteran-owned, and more.

In September, with the help of Karma the Chameleon, aka the city's mascot and ambassador, a variety of small businesses will be featured in a promotional campaign that will reward and incentivize customers to shop at small businesses in Covington. Each week during the campaign, Karma will visit identified small businesses and randomly reward customers who are visiting at that time with \$10 in "Karma Kash", which are promotional gift certificates to use at other specified small businesses also located in Covington. Karma's locations will be announced on the city's social media accounts prior to the appearance, so folks following along can visit the business while Karma is there.

The project will wrap up with a hashtag promotion that will enter social media users into drawings for more free Covington goodies when they post photos of their favorite Covington small businesses and use the hashtag #ShopTheCov. Details and requirements/restrictions will also be announced on the city's social media accounts on Facebook #CityofCovington and on Instagram @cityofcovington.

For more information about the project, business directory or campaign, please contact Covington's Communications and Marketing Manager Karla Slate at [kslate@CovingtonWA.gov](mailto:kslate@CovingtonWA.gov) or 253.480.2402.

###