



LIVE · SHOP · LOVE · LOCAL

Media Release

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## LIVE.SHOP.LOVE.LOCAL LAUNCHES IN SUPPORT OF NEW ZEALAND LOCAL BUSINESSES

*The campaign, spearheaded by Michael Morton, calls for Kiwis to support local businesses and boost the local economy*

(Auckland, NEW ZEALAND) - May 7, 2020 - Today the LIVE.SHOP.LOVE.LOCAL movement kicks off. Spearheaded by longtime butcher boss and co-owner of the Mad Butcher, Michael Morton, the movement calls for Kiwis to support New Zealand owned businesses and do their part to help the local economy recover after the nationwide lockdown.

Like most New Zealand business owners, Morton went into lockdown and suddenly had time to think about the huge impact of COVID-19 on his home country. He thought mostly about the 'SMEs', (small and medium enterprises), the backbone of the country, and the engine room of our economy:

"To get through this tough period with the local brands and businesses we know and love still operating, we need to change our purchasing behaviour and be fiercely local supporters wherever we can," says Morton.

Small businesses are an important part of the New Zealand economy. According to the latest data from Statistics New Zealand, they account for nearly 30% of all employees and 26% of GDP.

Usually, 40% of New Zealand's online shopping leaks overseas to international retailers. In January this year, Kiwis spent \$350m at online retailers, of which \$200m were New Zealand retailers and \$150m were offshore websites (source: BNZ Marketview).

If, in the new normal, Kiwis spent that \$150m that usually leaks offshore at local companies, that could put \$150m each month back into the New Zealand economy and save hundreds of Kiwi jobs.

Spending power is people power - and every dollar Kiwis choose to spend can support local businesses. LIVE.SHOP.LOVE.LOCAL is encouraging all Kiwis - including businesses - to spend thoughtfully in order to recover the economy faster and keep the local businesses we know and love up and running. Businesses have also started stepping up to support each other through purchasing and opportunities to promote each other.

To support his vision, Morton commissioned New Zealand artist Anna Leyland to create a unique symbol for LIVE.SHOP.LOVE.LOCAL that businesses can use to denote that they are, and support local. Versions of the symbol are available for any New Zealand business to download and display on their websites, social media and other digital touchpoints. 100% Kiwi, family-owned company Soar Print will also take orders via the website for any businesses wanting to display the symbol on their business frontages, vehicles, bags or other items. The symbol will remind people to consider 'localness' before they spend and know every dollar they spend helps keep local businesses running. The symbol represents inclusiveness and unity in our communities and encourages businesses to support each other too.

New Zealand businesspeople and personalities are supporting the project by posting the symbol on their websites, storefronts as well as their instagram and facebook pages with a shout-out to their personal favourite local businesses.

For more information on LIVE.SHOP.LOVE.LOCAL and to download the symbol, visit [www.liveshoplovelocal.co.nz](http://www.liveshoplovelocal.co.nz)

- ENDS -

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Join the conversation:

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