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FOR IMMEDIATE RELEASE

ONLINE STOREFRONT COMES TO TOWN'S BUSINESS WEBSITE **Residents can now purchase local products from "L4A.ca"**

WHITCHURCH-STOUFFVILLE, ON – The Town of Whitchurch-Stouffville is excited to announce the launch of 'Phase Two' of our new business-oriented website *L4A.ca* – *Everything Stouffville*.

On Friday, the website launched a new online shopping platform aimed at helping local businesses get their product information out the world, and to let customers buy online directly from them.

"This is great addition to the website," said David Tuley, Economic Development Officer of the Town of Whitchurch-Stouffville and team lead. "Now when you visit the business directory, you can access their products directly from the business's profile page."

The online shopping portion of the site, accessible by clicking 'Shop' in the main menu, allows users to surf by category or by a custom search. Each business has a complete profile, with all their contact information, photos, weekly specials, and social media links.

The business directory is categorized into four major areas: Retail, Food, Services, and Health. The Town's Economic Development Office is reaching out to every business weekly to update their messages about special sales, discounts or virtual offerings. All businesses in Whitchurch-Stouffville are eligible to be listed on the site. Each business will have an ambassador.

The website is a work in progress and new businesses are added every day. It can be accessed at *L4A.ca*.

For further information or to have your business added or updated, fill out the form under the Contact Us section, or email Tuley at *david.tuley@townofws.ca* .

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