



Media Release

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TOWN LAUNCHES WEBSITE PROMOTING LOCAL BUSINESSES “L4A.ca” contains business directory; community spotlights

WHITCHURCH-STOUFFVILLE, ON – The Town of Whitchurch-Stouffville has launched a dedicated website to help support local businesses during the COVID-19 crisis.

“L4A.ca - Everything Stouffville” was created to help the community find and support local businesses that are open and providing their products and services to Stouffville. The site hosts an ever-growing list of businesses in Whitchurch-Stouffville with complete contact information.

“This site was launched in the middle of the pandemic when our local businesses needed immediate action,” says Whitchurch-Stouffville Mayor Iain Lovatt. “The greatest challenge for customers right now is to know which businesses are operating. While some businesses are challenged with getting their message out, this site helps accomplish all that.”

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. Each business will have an ambassador.

“Many businesses have walked away from their websites or have simply added a COVID pop-up message,” says David Tuley, Economic Development Officer for the Town, and chief architect of the site. “But the businesses that desire direct consumer sales have migrated to Facebook and Instagram; things that they can easily control without expertise. This is something we are helping convey to customers using *L4A.ca*.”

Tuley and his team will be building the website continuously and adding new information as it becomes available.

“We do not want this site to become a static business directory. The community does not stand still, and neither should this website. To be *Everything Stouffville* - we must have fresh content,” says Tuley.

"This isn't a 90-day fix. It will live past COVID. The need for *Everything Stouffville* has been there for a long time," he says. "I can't wait until Phase 2 of the project when we add tourism, arts, recreational information and a collaborative online storefront shopping experience," concluded Tuley.

The website can be accessed at *L4A.ca*. The website is mobile friendly and can be easily accessed on any mobile device.

A business listing on the site is free. If a business would like to be added, they are asked to fill out the form at *L4A.ca/contact*.

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Media Contact: Glenn Jackson | Corporate Communications

Telephone: 905-640-1910 or 1-855-642 8697 Ext. 2451

Email: glenn.jackson@townofws.ca