

Press Release:

Business Link Launches Online Province Wide Directory to Encourage Supporting Local Alberta Businesses

Alberta, Canada (March 9, 2021) – As small businesses continue to develop an online presence - Business Link is excited to provide a free, easy-to-use platform for Alberta business owners to list their business, reach new customers, and increase marketing exposure. The newly launched Support Local AB small business directory was designed and developed by the team at Business Link. The directory will give entrepreneurs the opportunity to list their business at no charge and reach new audiences across the province. The directory aims to encourage Albertans to shop local and use Alberta based businesses in their everyday lives. Support Local AB will be a way for Albertans to discover new businesses, share their favourite businesses with friends and find Alberta based service providers.

“Alberta business owners are still struggling from the continued impact of the COVID-19 pandemic. Residents of the province are stepping up to support these business owners as they overcome the challenges presented over the past year,” says Barbara McKenzie, CEO of Business Link. “The Support Local AB directory is designed to connect businesses to consumers, and businesses to businesses. Providing entrepreneurs the ability to target new customers through the broad reach Business Link has in Alberta. If we can support local by giving shoppers, and businesses the opportunity to be found in one simple place – it will continue to encourage Albertans to spend money supporting the local economy,” says McKenzie.

Through the directory, businesses will be able to list relevant information, edit and update their listings as needed, add images, and direct users back to their business’ website. The goal for the directory is to be the one-stop for businesses, Albertans and consumers to locate what they need while supporting the Alberta economy. Businesses are encouraged to register here, following registration, approved businesses will be listed instantly.

WHAT: Support Local AB directory

WHEN: Launched February 24th, 2021

WHERE: www.supportlocalab.ca

WHO: Business Link, small businesses, and Alberta entrepreneurs

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