



heylocal MEDIA KIT

Buying local, made easy.

heylocal.ca





About

HeyLocal is a Canadian marketplace that helps small and medium-sized businesses by allowing consumers to shop consciously and locally on one single online platform with the same ease and convenience as notable retail giants.

Established in May 2020 by Waterloo Region business leaders as a direct response to the challenges faced by small businesses brought on by the COVID-19 pandemic, HeyLocal is bringing commerce back to local cities, neighbourhoods, and people.

The HeyLocal solution comes with many community benefits:

- 1 **HeyLocal increases the economic health of local communities** by allowing consumers to invest in where they live.
- 2 **HeyLocal positively impacts the environment** by reducing the use of fossil fuels and plastic while supporting productive land usage.



Quotes

“Small businesses are the heartbeat of our neighbourhood, the spin of our local economy, and the spirit of our town.”

— HeyLocal

“Local retail is part of localour community and economy’s health. It creates jobs and profits which stay in the community and are often reinvested into social causes. In other words, retail creates that meaningful sense of community we are all craving so strongly in the midst of the COVID-19 crisis.”

— Mayor David Jaworsky, City of Waterloo

“Not only does the HeyLocal online marketplace play a significant role in supporting local businesses and encouraging engagement, but it also positively contributes to the overall economic and environmental health of our communities. For retailers, selling locally means they are also reducing their business’ carbon footprint.”

— Linda Jutzi, Executive Director for Downtown Kitchener BIA

“HeyLocal encourages customers to support local business and invest in the local economy. This is a timely, innovative and exciting way to encourage us to become more socially conscious and also support local causes!”

— Mayor Kathryn McGarry, City of Cambridge

How It Works

**HEYLOCAL CONNECTS THE LOCAL CONSUMER TO THE LOCAL RETAILER,
AND USING IT COMES WITH MANY BENEFITS:**

FOR MERCHANTS

- **Quick and easy app integration.** Retailers can integrate their existing or new Shopify account into the HeyLocal platform in less than 5 minutes.
- **Immediate brand awareness.** HeyLocal helps grow the customer base of local retailers exponentially and immediately.
- **Cost-effective pricing and initiatives.** HeyLocal is an effective, inexpensive integration that also serves as a viable marketing tool to help small businesses reach their community.
- **Contributing to the promotion of local wealth.**

FOR CONSUMERS

- **Optimized user experience.** Streamlined online shopping experiences support shopping with conscience and convenience.
- **Access to a wide range of locally-sold products.** HeyLocal offers many types of products ranging from clothing to food, to niche supplies and services.
- **A reduced carbon footprint.** Shopping locally dramatically reduces shipping footprint.
- **Participation in the creation and maintenance of local jobs.**
- **Contributing to improved public infrastructure. Facilitating connections within communities.**



Fast Facts

- ✓ The outbreak of COVID-19 has drawn attention to the available options for shopping online.
- ✓ With the closure of local retail stores and strict social distancing rules in effect, Canadians have had no choice but to turn to popular retail giants for their one-stop shopping needs.
- ✓ HeyLocal has a low cost monthly app charge of \$4.99—and has committed to waiving all fees for 2020 as part of an ongoing commitment to supporting small businesses.
- ✓ Currently available for integration via Shopify, HeyLocal looks to create integrations within other platforms such as OpenTable, Sociavore, and Squarespace to reach a broader audience of retailers.
- ✓ The platform is striving to raise \$30 million in support of local businesses through the adoption of the HeyLocal movement, encouraging support from 10 million Canadians on a national level to help achieve this goal.
- ✓ With pilot programs taking place in Waterloo, Kitchener, Cambridge, and Guelph, HeyLocal has seen support from municipal leaders, Business Improvement Areas (BIAs), and local chambers and partners.

Meet The Founders



Scott Higgins

Scott Higgins is a passionate business and community builder who is helping HIP Developments play a leadership role in the evolution of the Region of Waterloo.

Scott's desire to achieve both business and community success is the driving vision behind HIP's "Building More Than Real Estate" philosophy. The company actively supports social programs and public spaces that will inspire community confidence and define our future identity. Scott is a strong believer in celebrating the Region's creative DNA and ensuring that our youth have opportunities to craft their own creative skills so they can change the world without having to leave the Region of Waterloo.

Whether it is through the creation of STEAM programs at LAUNCH in Waterloo, or inspiring community celebration at Gaslight Square in Cambridge—Scott truly is building more than real estate.



Erin Martin

I am a creative and leader in the digital marketing space. My job is to drive interest and gain traction for our clients. Fuelled by data and backed by thoughtful design, I have worked alongside Fortune 500 companies like Blackberry, HTC, Amour All, and Sun Life to assist with their digital marketing needs.

Today, I lead a creative agency with all efforts toward helping innovative small and medium-sized businesses, including real estate developers, with their marketing and ERP needs in a speedy and flexible way.



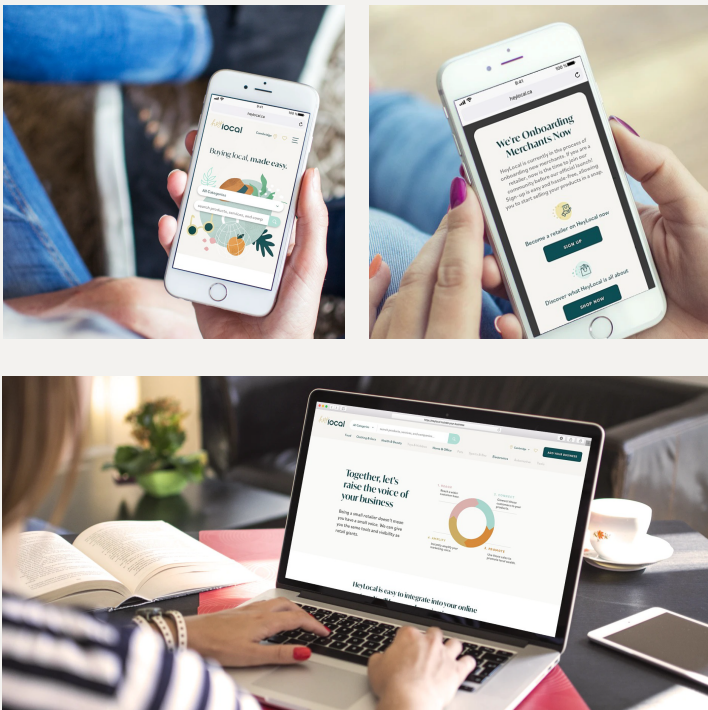
Justin Frenette

I have a deep passion for learning, hard work, and people. As Co-Founder and Director of Operations at Him & Her I lead all initiatives related to technology, software, paid media, and marketing automation.

Please contact madisonl@durrellcomm.com for questions, comments, quotes, photos, and PR samples.

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