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Shop Local Gears Up For Another Halloween Season!

Three local competitors team up again this year to encourage Omaha consumers to shop local and keep Omaha money in the community.

It is the second year for the three independently owned retailers to launch their **Shop Local** campaign in an effort to keep community dollars in the area rather than shoppers purchasing goods through temporary Halloween stores that close up shop immediately following Halloween, taking their profits with them.

We put the **O!** in
HALLO!WEEN

Don't be afraid to shop local.

Nobbies, Mangelsen's and Ibsen Costumes are combining their efforts again to bring awareness to the community through billboard, television, radio, direct mail, social media and public events to ensure their message is in the forefront of consumers minds. Many shoppers are unaware that when you make purchases through local businesses that 68% of that money returns to the community*. If a consumer buys at one of the many temporary Halloween stores, only 43% stays in the area.

*(*through payroll, taxes and other expenditures.)*

All three of these innovative business are family owned businesses that focus on their customer's shopping experience and value the communities that they live in. Their dedication to the area is shown through sponsorships for local charities, schools and businesses, involvement in local events and societies as well as playing an active role in chamber and city boards.