



PRESS RELEASE

From Browsing to Buying: Window Shopping in the Downtown District

Belleville, Ontario, May 21, 2021 - While window shopping usually means someone is just browsing from outside a shop window without the intent of buying anything, the Downtown District BIA is encouraging people to shop using store windows to support local during this latest extension.

On your daily walk have you walked past a store window and noticed something in the window that you loved, but because of the lockdown you weren't able to go in and purchase it and you were unsure how to do a curbside purchase from the business?

From May 20 until the end of this latest lockdown, look for the yellow 'We're Open' signs in participating business windows to start window shopping. Using oversized yellow tags, businesses will be featuring products in their windows with the product name, price and any applicable details to make it easier for customers to shop at a distance. If you see something you like with a yellow tag, find the yellow poster in the window with a QR code. Follow simple instructions on the poster to shop their products.

You can then buy the product and, depending on the store, they may be able to fulfill the order for you right then and there.

With the latest extension in the lockdown, we are eager to make curbside purchasing easier for customers of businesses downtown.

"There are lots of people walking downtown now that it is nice out, looking in store windows and browsing," says Tiffany Spencer, Media & Marketing Officer at the Downtown District BIA. "With this campaign, we're hoping people will turn their browsing into buying to support our businesses through this extension of restrictions."

For more information please contact:

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