



Buy Local: LIBA Declares July Independents Month

July 2, 2013 - 7:06pm

by [Kachina Shaw](#)

Buying local, for some, okay, for me, may be one of those good intentions that can fall by the wayside for the sake of convenience. We've all been there. But come on, we can all do better. So here's our chance to do better, together.

The [Louisville Independent Business Alliance \(LIBA\)](#) has declared July Independents Month, to encourage Louisvillians to buy local and to feature the variety of products and services that its members offer.

To build awareness throughout the month, LIBA has planned events, featuring a Carmichael's Bookstore announcement by Mayor Greg Fischer on July 3 about his participation in a Buy Local LIBA Challenge. Mayor Fischer will be at Carmichael's at 1:30 p.m.

Many of LIBA's 600+ local business members will also be offering special sales to support Independents Month. One of my new favorites, [Barkstown Road](#), is running a week-long sale right now on U.S.-made and other products for your pups. Once you start looking for it, you'll start to notice the LIBA stickers on the windows and doors of lots of businesses. Why not throw them your business this month, and then return next month, too?

LIBA says that for every \$100 spent in independent Louisville businesses, \$55 stays in the area, while only \$14 of \$100 spent in national chains will stay in the city. Beyond those dollar comparisons, though, are the benefits of sustaining choices and variety in the products and services available here, supporting local businesses that in turn support local charities at a higher rate than national businesses and conscientiously support each other as well by using each other's services and, of course, keeping Louisville "weird."

LIBA is getting influential government figures, community-minded business owners and employees and proud Louisvillians together for this July Buy Local push. You know you want to be a part, so get out there and spend your dollars wisely.