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## **#BuyKiwi to keep your community working**

With New Zealand consumers increasingly shopping globally, Retail NZ has launched a new #BuyKiwi campaign on social media.

“By shopping at local shops or New Zealand websites, we can help keep our communities strong, encourage the continued growth of small boutique shops, reduce environmental impact and keep jobs in New Zealand” Retail NZ Chief Executive Mark Johnston said today. “It’s a bonus if we can buy Kiwi made as well.”

“Online shopping is increasingly popular, but whether you’re buying online or over the counter our #BuyKiwi campaign is designed to inspire New Zealanders to shop locally. No matter who you’re buying for, there are local stores that can help you find that special gift – plus anything you buy in New Zealand is covered by the Consumer Guarantees Act, providing peace of mind in case of any problems.”

“Consumers can follow our campaign on Twitter, Facebook and Instagram using the hashtag #BuyKiwi.”

"Retail NZ is encouraging Kiwi stores and e-tailers to share their products on social media, and consumers can follow our campaign on Twitter, Facebook and Instagram using the #BuyKiwi hashtag.

"#BuyKiwi is an opportunity to support hard working NZ retailers. We encourage everyone to get involved and celebrate shopping locally".

For further information, please contact:

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