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**DEI Creative Launches Online Shopping Platform to Support Small Businesses
Through COVID-19 Pandemic**

Online marketplace will help local retailers and restaurants connect with shoppers

April 13, 2020 (SEATTLE) – DEI Creative, a Seattle-based brand strategy and creative studio, today announced the launch of [Support Local](#), an easy-to-launch platform designed for local chambers of commerce and neighborhood alliances, the organizations on the front lines of promoting small businesses.

The Support Local platform debuted with the Ballard Alliance on March 26 at VisitBallard.com/shop, featuring more than 300 products, uploaded directly by Ballard businesses. The Pioneer Square Support Local site launched this week at Support.PioneerSquare.org in collaboration with The Alliance for Pioneer Square. The Capitol Hill neighborhood, in collaboration with the Capitol Hill Business Association and sponsored by Dunn & Hobbes, The Cloud Room, and Hunters Capital, will launch mid-April.

In addition to pioneering this shopping experience for Seattle neighborhoods, DEI Creative will offer the same capability to other neighborhood organizations and business improvement districts across the Pacific Northwest. DEI Creative will host neighborhood marketplaces on the Support Local site or help businesses integrate it within an existing neighborhood or Chamber of Commerce website. Retailers can quickly register, upload and manage their products, and select how they wish to get paid. Restaurants and breweries can also register to sell gift cards, branded merchandise and promote takeout or delivery services.

The Support Local platform is a direct way to offer desperately needed patronage to small businesses right now, said DEI Creative Principal Sara Green.

“The online marketplace can drive business while people remain at home during the COVID-19 pandemic,” Green said. “The goal of Support Local is to offer neighborhood businesses and shoppers a place to connect and support one another—ensuring the vibrancy of community as we navigate this economic storm. Ideally, this platform will help small businesses now, and live on, continuing to drive additional traffic to independent shops and restaurants.”

“The Support Local – Ballard Marketplace provides local Ballard businesses with a new, or additional method, to generate online sales and gives shoppers a way to visit and support all their favorite Ballard shops and restaurants during this challenging time,” said Ballard Alliance Executive Director Mike Stewart.

Since the launch of the Ballard Marketplace last week, “We have seen a surge in online orders,” said Rosalie Gale, owner of Monster, a retail and classroom space that features the work of independent artists, makers and crafters.

Lisa Howard, Executive Director of the Alliance for Pioneer Square, which represents more than 850 businesses, including 250 at the retail level, was eager to sign her neighborhood up on the Support Local platform as the “shelter in place” order in Seattle went into its second week.

“Unprecedented times call for creative efforts to support our small, independent businesses in Pioneer Square,” Howard said. “We are excited to launch the Support Local site and give businesses another tool to be successful despite all of the current challenges.”

Groups interested in implementing the Support Local platform are encouraged to contact DEI Creative at hello@deicreative.com.

About DEI Creative

DEI Creative is a boutique brand strategy and interactive studio located in Seattle's Capitol Hill neighborhood. In its 21st year as a small, independent business, DEI creates meaningful connections, strengthens relationships and creates vivid storytelling for Northwest companies and communities. Learn more at deicreative.com.

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