

## PRESS RELEASE

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### #ShopYK Campaign Drives Record Local Spending and Community Participation

**Yellowknife, NT** – The Yellowknife Chamber of Commerce and the City of Yellowknife are celebrating another successful #ShopYK campaign, with record-breaking participation and local spending tracked throughout the program. Thanks to the support of our amazing community, we have shown the power of shopping local and its positive impact on our city.

During the 2025 #ShopYK campaign, a total of **2,229 eligible submissions were received, tracking \$416,660 in local spending** across participating Yellowknife businesses. This marks a significant increase from the previous year, which recorded 1,283 submissions and \$212,191 in tracked local spending.

The campaign ran from November 12 to December 14, 2025, featuring 40 participating businesses. It included four weekly draws, with 10 winners each week (40 winners in total) receiving prize packages of \$125 in local gift cards and concluded with three Grand Prize draws on December 15. Grand Prize winners received prize packages valued at \$2,000, \$1,000, and \$500 and could choose which participating businesses their gift cards came from.

With pricing being obtained from participating businesses, the program ensured that dollars continue to circulate within the local economy.

Mayor Ben Hendrickson said, “Local shopping matters! #ShopYK more than doubled its purchase value over last year. Yellowknifers holiday spending stayed close to home, supporting local businesses and bringing more activity downtown. Yellowknifers, businesses, the City of Yellowknife and the Chamber know local investment makes a real difference and sets a foundation for an even stronger year ahead.”

Thank you to everyone who made the choice to support local businesses this holiday season. Every purchase matters and helps strengthen our local economy. We encourage residents to keep that momentum going and continue shopping local throughout the year.

“This year’s results show just how strongly our community continues to rally behind local businesses,” said Tracy Peters, Manager of Member Relations & Programs with the Yellowknife Chamber of Commerce. “When winners came into the office to collect their prizes, the excitement was contagious. People were genuinely proud and excited to take part in a program that directly supports our local economy.”

The Yellowknife Chamber of Commerce and the City of Yellowknife thank participating businesses and our partner, the GNWT Department of Industry, Tourism and Investment, for their support in making this initiative a success.

#### For more information:

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