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News

Oakland County Launches 2024 "Local Gems" Sweepstakes to Support Small Businesses During the Holiday Season

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- Participants can enter by visiting multiple small businesses, taking selfies and submitting their photos online at OakGov.com/ShopSmall.
- Each visit to a different business increases the chances of winning, with three cash prizes up for grabs provided by Genisys Credit Union.
- For more information on the Local Gems Sweepstakes, contact Erick Phillips at phillipse@oakgov.com or call 248-858-4070.

Pontiac, Mich. – Oakland County is once again encouraging residents to shop small and local during the holiday season with the launch of its annual “Local Gems” sweepstakes. Running from Nov. 1-30, sweepstakes participants who submit selfies taken at their favorite small businesses in Oakland County will be entered for a chance to win cash prizes. This initiative aims to boost visibility and foot traffic at local businesses throughout the county.

“Supporting our local businesses during the holiday season is crucial,” said Oakland County Executive Dave Coulter. “This program not only encourages residents to explore and support these local gems but also strengthens the community by keeping dollars circulating within our local economy.”

Participants can enter by visiting multiple small businesses, taking selfies, and submitting their photos online at OakGov.com/ShopSmall. Each visit to a different business increases the chances of winning, with three cash prizes up for grabs:

- 1st Prize: \$1,000
- 2nd Prize: \$500
- 3rd Prize: \$250

Oakland County is home to a diverse array of small businesses, from unique boutiques and artisan shops to neighborhood cafes and service providers. Shopping small not only benefits business owners but also the workers and families who depend on these businesses for their livelihoods. Genisys Credit Union, a proud sponsor of the campaign, is once again supporting the sweepstakes to help bolster the local economy during the critical holiday shopping season.

“As a credit union rooted in community, Genisys is proud to support initiatives like Oakland County's 'Local Gems' sweepstakes,” said Jackie Buchanan, president and CEO of Genisys Credit Union. “Shopping locally strengthens our small businesses while developing a sense of unity amongst the community. We encourage everyone to explore our local treasures and shop local this holiday season.”

How to Participate

- **Visit:** Explore small, independently owned businesses in Oakland County.
- **Snap a Selfie:** Take a selfie inside or outside the business.
- **Submit:** Upload your photo to [OakGov.com/ShopSmall](https://oakgov.com/ShopSmall). Each business visit counts as a separate entry, increasing your chances to win. Multiple entries are allowed, but only one submission per business is permitted.

Participants must be a Michigan resident and 18 years or older to enter. Winners will be chosen randomly and notified by Dec. 4, 2024. Prizes will be awarded during a special check presentation later in December.

“This holiday season, take the opportunity to explore and support the small businesses that make Oakland County a unique and thriving community,” said John Bry, coordinator for Main Street Oakland County, which leads the Local Gems Sweepstakes campaign. “Every purchase and visit helps local businesses succeed and makes a difference in keeping the county’s economy strong.” Oakland Thrive is a sponsor of the sweepstakes.

In addition to the sweepstakes, Oakland County will provide local businesses with promotional materials, including posters and cards, to encourage customer participation. These resources, along with digital and social media graphics, can be accessed at [OakGov.com/ShopSmall](https://oakgov.com/ShopSmall).

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