

**For Additional Information Contact:**

Johanna Cox-Littrell  
Executive Director, COLORS  
573-239-1550 - Johanna@colorsalliance.org  
5 S. 9<sup>th</sup> Street Ste. 204  
Columbia, MO 65201

**FOR IMMEDIATE RELEASE**

**COLORS UNCHAINED – injecting dollars into our local economy during the busy Holiday Season!**

(Columbia/Boone County, MO)— COLORS- (Columbia Locally-Owned Retail & Services) is urging the citizens of Boone County to unchain themselves December 5-13, to do business they plan to do during that time at locally-owned independent businesses. Columbia *Unchained!* is part of *America Unchained*, a national campaign of the American Business Alliance (AMIBA).

“The COLORS Unchained program aims to reach every citizen to come together in support of Boone County through demonstrating that their personal spending decisions affect the whole community, both now and for the future,” said Johanna Cox-Littrell.

Jennifer Perlow, Owner of PS Gallery and COLORS member says, “Now more than ever it’s the most important time to realize that all of our local businesses have been stressed. It’s been a long 18 months and the local businesses that are still open really need your support.”

“We also want to encourage folks, while they’re taking part in Columbia Unchained, to make a point of thanking our local business owners for their contributions to the community, both in goods and services, but also to local charities and organizations. Small businesses give a greater percentage of their business income back to the community than their larger competitors. [Hoss’s Market & Rotisserie](#) sponsors the Daniel Boone Little League & CYBA Basketball, [True Line Title Company](#), [RAGTAG](#) & [Main Squeeze](#) sponsor the Citizen Jane Film Festival that was enjoyed by so many of us. We rely on our local businesses for so much more than just providing products or services,” stated Connie Kilgore, COLORS Board President.

“Studies from small towns in Maine to sizeable cities like Austin, Texas found that locally-owned independent businesses create about three and a half times the local economic activity as chains do. A study released in 2004 looked at the local economic impact of 10 independent businesses and 10 chains in the Andersonville neighborhood of Chicago and found that the independents generate 70 percent more local economic impact per square foot than chain stores,” said American Independent Business Alliance director Jennifer Rockne. “Why? Because our independent businesses pay local employees, use the goods and services of other local independent businesses and give back to community institutions far more than chains.” said Rockne.

“Columbia stands to gain in every way by supporting our independent businesses. They provide us with essential goods and services, well-paying jobs, and continued opportunities for citizens to own their own business here. They are critical parts of Columbia’s social, cultural and economic health. Supporting them is good for us personally and our community,” stated Johanna Cox-Littrell.

The COLORS website contains more information about the COLORS UNCHAINED please visit it at - [www.colorsalliance.org](http://www.colorsalliance.org).

Resources: Website of the American Independent Business Alliance: [AMIBA.net](http://AMIBA.net)  
Studies referenced located at: <http://amiba.net/recommended.html#studies>  
Website of COLORS: <http://www.colorsalliance.org/>