

NEWFOUNDLAND AND LABRADOR TEACHERS' ASSOCIATION
 **MEDIA RELEASE**

For Immediate Release
June 19, 2020

NLTA SUPPORTS LOCAL BUSINESS

St. John's, NL... The Newfoundland and Labrador Teachers' Association (NLTA) has launched Prosper NL, an initiative aimed at encouraging all NLTA members, parents/guardians and the broader community to support local businesses.

"The COVID-19 pandemic has created real challenges for our provincial business owners and their employees. More than ever, we need to support one another and one of the best ways we can do that is by shopping and buying local," says Dean Ingram, President of the NLTA.

The NLTA is directly encouraging its over 6500 members to support local business. "We recognize that our members are important contributors to the provincial economy in communities across the province. We are encouraging all Newfoundlanders and Labradoreans to support our local business leaders and the people they employ."

To support this initiative, the NLTA will be sharing the **Prosper NL** logo and message on various social media platforms and through regular communications.

- 30 -

For further information contact:

Lesley-Ann Browne, NLTA Communications; 682-3751 (cellular); labrowne@nlta.nl.ca

