

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

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NLTA CONTINUES TO SUPPORT LOCAL BUSINESS

St. John's, NL... The Newfoundland and Labrador Teachers' Association (NLTA) has re-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 continues to create real challenges for our provincial business owners and their employees. As we start to enter our new normal here in Newfoundland and Labrador, we need to support one another and one of the best ways we can do that is by shopping and buying local," said Dean Ingram, President of the Newfoundland and Labrador Teachers' Association.

The NLTA is once again encouraging its over 6,500 members to support local business. "All our members are encouraged to support local business. We know that our members are important contributors to the provincial economy in communities across the province," said President Ingram. "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.

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