



Empowering our community

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **ECHO Lacombe announces Small Business Emergency Fund**

**Lacombe, Alberta (April 12, 2018)** – ECHO Lacombe Association is proud to announce the establishment of a new fund to support small businesses that face hardship due to acts of vandalism.

“We have heard that vandalism is an issue for many of our small businesses,” said ECHO Lacombe Association President Drayton Bussiere. “Broken windows can mean that a business is unable to open its doors for the day. We felt we had the capacity to help ease this burden for those local businesses that are helping us contribute to the community as either Echo Energy customers or Placemaker participants.”

The fund will assist those who immediately need to address acts of vandalism.

“I don’t want vandalism to slow me down,” said local business owner Rieley Kay. “This fund is really going to help businesses that face these issues from time to time.” The fund will provide immediate financial support in the form of a grant and zero-interest loan that can be repaid once insurance monies are recouped.

The ECHO Lacombe Association President stresses just how responsive his group is to local business needs. “This group is here to help,” said Bussiere. “In addition to this opportunity we are helping to improve downtown storefronts and advancing business collaboration efforts.”

In addition to these funding programs, Echo Lacombe launched the Placemaker Loyalty rewards program in November where customers can earn points and rewards simply by shopping at local businesses.

#### **About the ECHO Lacombe Association**

The ECHO Lacombe Association includes representatives from the City of Lacombe, Burman University and the Lacombe and District Chamber of Commerce, as well as an additional six members from the community at large. The group seeks to improve the quality of life within Lacombe by fostering a collaborative environment focused on cultivating innovation, nurturing a business-friendly culture, promoting sustainable growth and creating a safe, inclusive, vibrant and healthy community.

For information on the Small Business Emergency Fund and other funding opportunities, please visit [www.echolacombe.ca](http://www.echolacombe.ca), contact Guy Lapointe at (403) 782- 1263 or [glapointe@lacombe.ca](mailto:glapointe@lacombe.ca).

**For more information, please contact:**

Guy Lapointe  
Community Economic Development Manager,  
City of Lacombe  
(403) 782-1263 office  
(403)782-5655 fax  
[glapointe@lacombe.ca](mailto:glapointe@lacombe.ca)