FOR IMMEDIATE RELEASE:
Contact: Bruce Krasnow
Bruce.Krasnow@state.nm.us
(505) 827-0226, cell: (505) 795-0119

Gov. Michelle Lujan Grisham
Cabinet Secretary Alicia J. Keyes
Deputy Secretary Jon Clark

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State Launches "Buy for Tomorrow" Website that Pairs Shoppers with Businesses

Website Offers Sales to Help New Mexico Business Owners Through Covid-19 Closures

SANTA FE, N.M. – The New Mexico Economic Development Department has launched a website that pairs shoppers with products and services in a "Buy for Tomorrow Today" campaign to help sustain businesses through the COVID-19 health emergency.

The "Buy for Tomorrow Today" website (www.BuyNMLocal.com) is another way for people to support New Mexico businesses during the emergency closures. The site offers direct access to individual websites where purchases can be finalized for products or services now, by delivery or take-out, or when the business reopens.

"We know New Mexicans have loyalty to local businesses and those businesses need our support now more than ever. We hope this website becomes one of many tools that can help businesses through this crisis," Economic Development Secretary Alicia J. Keyes said.

The website includes a registration link for businesses who want to participate. Shoppers can sort retailers by region to find a store near them. The State of New Mexico is not a party to the transactions.

Some of the participating businesses include Iconik Coffee (Santa Fe); TJ's Diner (Farmington); Gila Bike and Hike and Bluebird Running Co. (Las Cruces).

Many businesses on the site are also offering discounts or additional value-added services with a purchase on the Buy Tomorrow website. New businesses are being added to the site daily, so check back often to find your favorite local retailer.

Business can enroll by going to the site an clicking on the upper tab, "Register Your Business."

New Mexico MainStreet is also offering a free webinar (registration required) at 1:30- p.m. on Thursday April 2 for businesses to learn about PayPal setup and other e-commerce resources. This webinar aims to help businesses in NM by promoting e-commerce on the Buy for Tomorrow Today website. You can learn more and register to attend the webinar HERE.

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The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

New Mexico Economic Development Department
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