



## **NATIONAL BUY-LOCAL CAMPAIGN FOUNDER TO SPEAK AT SUMMER MARKET**

### **The 3/50 Project's Cinda Baxter Coming to Pacific Market Center**

**SEATTLE** – Pacific Market Center, the leading permanent wholesale market on the west coast, announces Cinda Baxter, Founder of The 3/50 Project and social networking pioneer as part of the speaker line-up at the 2009 Summer Market Week. The 3/50 Project, recognized as one of the most successful, fastest growing campaigns in small business history, relies on the simple premise “*Pick 3, spend 50, save your local economy.*” The 3/50 Project exploded onto the national stage in March with an aim to funnel dollars back into the local economy through support of independent retailers and the consumers who shop with them.

On Friday August 21<sup>st</sup>, 2009 at 9 a.m. Baxter's educational seminar titled ‘The 3/50 Project: Building Business From the Ground Up’, will discuss how the Project came to be, what it's grown into today, and how independent retailers can use it to strengthen their business and reclaim consumer dollars in a positive, effective manner.

“The role of independent retailers is critical for the health, creativity and growth of the retail industry and the vitality of our economy,” said Lisa Goodman, marketing director, Pacific Market Center. “We are honored to have Cinda here to inspire and help these important businesses thrive in this difficult economy.”

As past recipient of two national Retailer Excellence Awards and frequent press coverage ranging from *The Wall Street Journal* to *Fox Business*, Cinda now “pays it forward” to retailers and vendors through her consulting company Always Upward and as founder of The 3/50 Project.

Widely recognized as an expert in the gift and stationery industries, Cinda's resumé includes seats on numerous industry boards including AmericasMart Atlanta and Gift for Life; speaking engagements at trade shows both here and abroad; and a position as Contributing Editor for the gift industry's largest trade publication, Gifts and

Decorative Accessories Magazine. Cinda is also the founder of successful online communities, including RetailSpeaks and Brilliant Ink.

Baxter's seminar will take place on Friday, August 21, 2009 at Pacific Market Center on the second floor in the Learning Forum from 9 a.m. to 10 a.m., with coffee, pastries and networking opportunities taking place beforehand from 8:30 a.m. to 9 a.m. To register for this free seminar, email [info@pacmarket.com](mailto:info@pacmarket.com) or call 800-433-1014.

Seattle Market Week and the Summer Gift & Home Accessories Show will take place at the Pacific Market Center Wednesday, August 19 through Tuesday, August 25, 2009. For more information about the show please visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com) or call (800) 433-1014.

### **About Pacific Market Center**

Pacific Market Center is the leading permanent wholesale market on the west coast, featuring the latest in home furnishings, accessories and gift products. The industry destination for buyers in the Western United States, Canada and beyond, Pacific Market Center offers permanent showrooms on five floors featuring thousands of product lines for a wide selection of merchandise to help buyers keep up with every trend affecting their consumers. Pacific Market Center draws thousands of buyers from more than 30 channels of distribution including high-end department stores, corporate, specialty retailers, home furnishings, kitchenware, events, gourmet food, hospitality, garden/outdoor living, salons & spas, wineries, Internet, and regional chain outlets. Located in Seattle's Design District, Pacific Market Center is open to the trade only. For more information, visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com). Pacific Market Center is owned and managed by The Benaroya Companies.

### **About The 3/50 Project:**

Created to build loyalty and increased revenue for independent, locally owned businesses, The 3/50 project relies on a simple message: "Pick 3. Spend 50. Save your local economy."

- Pick three locally owned businesses you'd hate to see disappear, then return to them.
- Spend \$50 per month in locally owned businesses. If half the employed U.S. population did so, it would generate more than \$42.6 billion in revenue.
- For every \$100 spent in locally owned businesses, \$68 returns to the local community.

When spent in a big box, chain, or franchise, \$43 remains. Purchases made online return nothing. Supporters have access to free materials that publicize the message, including a downloadable flyer that can be printed on any color printer, then handed to customers while thanking them for their patronage. Additional items include a window banner, a countertop sign, member badges for websites, graphics for newsletters and blogs, a movie screen panel for theaters, and window clings bearing The 3/50 Project logo.

- The 3/50 Project can be found online at [www.the350project.net](http://www.the350project.net). Graphics are available by request; contact: [press\\_inquiries@the350project.net](mailto:press_inquiries@the350project.net)

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