



MEDIA RELEASE

April 22, 2020

#OK We Got This – Launched by Okanagan’s Largest Business Network

Kelowna: Chambers of Commerce from the US border in the south to Enderby in the north have launched *#Ok we got this* – a multi-faceted program aimed at providing an Okanagan-wide approach to helping businesses across the valley access information, share stories of business leaders who have responded to the crisis, and ensure a unified voice in promoting the value of shopping and investing local.

“Local business is our experience and our expertise,” says Jeffrey Robinson, President of the Kelowna Chamber of Commerce. “While governments play a key role, chambers are singularly positioned to drive local economic recovery: we have the connections, the structure, and the people. Calvin Barr, Vice-president of the Greater Westside Board of Trade added, “with accurate information, collaboration, and some innovative ideas, WE GOT THIS!”

Chambers have been doing this work for over a hundred years in the Okanagan Valley and are uniquely qualified to help local businesses recover from this unprecedented challenge, a fact that was recognized by the World Health Organization and the International Chamber of Commerce. The WHO stressed that “chambers of commerce will be ‘essential partners’ as communities chart pathways out of the crisis.”

The concept behind this inclusive approach was based on both the need for, and the realization that, we are in this together; and collaboration, innovation and cooperation will see us through to better days. Our health professionals and first responders are doing their part; now it is up to the rest of us in the Okanagan to say “Ok, we got this”.

Chambers of Commerce are led by business leaders who understand the economic challenges in their own communities and are part of the largest network representing small business in Canada and locally, have teams on the ground in ten different cities and towns in the Okanagan Valley. It is hoped that business leaders, government officials and those agencies overseeing economic development in their local areas in the valley will join and support this broad valley-wide coalition.



FOR MORE INFORMATION:

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BACKGROUNDER

An example of how the coordinated approach works can be seen at

<https://okwegotthis.kelownachamber.org>

Or check the campaign's Facebook Group at <https://www.facebook.com/OKwegotthis/>

Other participating Chambers include:

South Okanagan Chamber of Commerce

Denise Blashko, Chamber Coordinator manager@sochamber.ca

Penticton & Wine Country Chamber of Commerce

Nicole Clark, President and Diane Kereluk, Executive Director director@penticton.org

Summerland Chamber of Commerce

David D. Hull, Executive Director dhull@summerlandchamber.com

Peachland Chamber of Commerce

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Lake Country Chamber of Commerce

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Greater Vernon Chamber of Commerce

Krystin Kempton, President krystin.kempton@nixonwenger.com

Armstrong Spallumcheen Chamber of Commerce

Patti Noonan, Executive Director manager@aschamber.com

Enderby & District Chamber of Commerce

Clyde MacGregor, Executive Director enderbychamber@gmail.com