



FOR IMMEDIATE RELEASE:

Contact: Bruce Krasnow
Bruce.Krasnow@state.nm.us
505- 795-0119

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

May 16, 2020

Buy For Tomorrow Website Continues to Help Small Businesses

SANTA FE, N.M. - The Buy for Tomorrow Today (www.buynmlocal.com) created by the Economic Development Department now has over 630 businesses registered and selling goods, services, and gift certificates from all regions of New Mexico, Cabinet Secretary Alicia J. Keyes announced today.

As New Mexico begins a tentative phased-in reopening of some businesses, the Buy for Tomorrow Today website will remain operating and continue to support local small businesses.

"Hundreds of New Mexico businesses are participating and the exposure has helped them maintain an on-line footprint during this health emergency," said Cabinet Secretary Keyes. "We want to continue the website so it can help grow on-line sales and develop these digital platforms."

The site allows many small businesses to continue to practice e-commerce and offers a huge array of products and services. These include sale of clothing, jewelry, art, counseling, home-made soap, spa services, gourmet food, custom photography, and so much more. Shoppers can focus sales to their own region, or shop statewide. They can buy some items for pickup or delivery now, or others via gift cards for use once the stores re-open. Some retailers are also providing gift card purchasers with value-added items.



"While these are challenging times for all of us in New Mexico, buying local allows us to help one another, to be a true community. The Buy for Tomorrow Today site provides a perfect opportunity for New Mexicans to think ahead and perhaps purchase a birthday or a Christmas gift for a friend or a family member, or for ourselves," Sue Mally, owner of Santa Fe Mountain Adventures said. "We may not have deep pockets right now but we can spend a minimal amount, as little as \$5, towards dinner at a favorite restaurant, or a yoga class; and we can also purchase soap and lotions online from a LOCAL business. It's important to help each other as much as we can so that most, if not all of us, survive the pandemic mentally, physically, and financially."

All sales on the Buy for Tomorrow Today site are made directly through the retailer or business owner. The EDD is not involved in any transactions, and there is no cost to the business to register on the site.

To shop on the Buy for Tomorrow Today site, simply visit www.buyNMlocal.com and search all businesses or choose your preferred region.

###