

CAPE BRETON REGIONAL
CHAMBER
OF COMMERCE



This week our newsletter includes the following info:

- Step Up For Local
- Membership profile: Seaboard Industrial
- Government updates
- Upcoming webinars
- Additional resources

Chamber Launches **STEP UP FOR LOCAL**

STEP UP for local.

Shop | Eat | Give | Celebrate Local

@CBRegionalChamber
#StepUpForLocalCB

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IT'S TIME TO PAINT THE TOWN YELLOW!

We are doing this by officially launching our **Step Up For Local** campaign. This campaign has been created to celebrate all that local business does for our communities across the CBRM and beyond.

The campaign is designed to empower community members to shop local and support businesses. This, of course, is something we always encourage, but we felt it is our role within our community to share this message now more than ever in this challenging time with the negative effects of the COVID-19 pandemic.

Stepping up for local is about supporting each other and our community. It's about celebrating the good in our communities. Because when we all come together and Step Up for Local with our hearts, our words, and our wallets, we all win!



HOW CAN YOU GET INVOLVED?

Whether you are a business or community member, there are several ways you can get involved:

PLACE A DECAL IN YOUR WINDOW -

You and your team can place a decal in the window of your business for everyone to see. We will also have tent cards available soon for restaurant tables and businesses that wish to have one near their cash registers. You can also share your shop-local pride outside of the workplace by placing a Step Up For Local window sticker on your car's rear windshield. Email Megan at megan@cbregionalchamber.ca to arrange!

SHARE YOUR EXPERIENCE ON SOCIAL MEDIA - You can get involved on social media too with the social media cheat sheet created to help you with key messaging and creating engaging content to promote the campaign. It has everything you'll need to spread the word to all of your followers. You can find the cheat sheet attached [here](#). **When you shop local, share your experience - tag us and use the hashtag #StepUpForLocalCB!**

Let's continue the conversation of why it is important, now more than ever, to shop, eat, give, and celebrate local.

[Visit Our STEP UP Website](#)



In the coming months, we will continue to build on this campaign. We have some ideas on how to continue to paint the town yellow throughout the Fall. Stay tuned for more information on this in the next few weeks to find out how you can participate and keep the conversation going.

If you'd like to request a decal or find out more information on the campaign, visit [www.seaboardindustrial.com](#) or contact Megan at [902-564-6453](tel:902-564-6453).

Meet Our Members: Seaboard Industrial



Whether it was the closure of the steel plant, the major changes made in the mining industry, or a global pandemic, Seaboard Industrial conquers every challenge that knocks on their door.

Most recently, when some doctors and nurses at the Cape Breton Regional Hospital couldn't get a proper fit with the N95 mask, Seaboard Industrial stepped up to the challenge to ensure the safety of those that risk their lives to protect our families.

[Read The Full Profile Here](#)

Are you interested in being featured? Contact Michaela at michaela@seaboardindustrial.com.

Government Updates

CECRA EXTENDED

Last week, the government announces a new extension of rent relief for small businesses. The Canada Emergency Commercial Rent Assistance (CECRA) will be extended by one month to help eligible small business pay rent for August. [Read more](#)

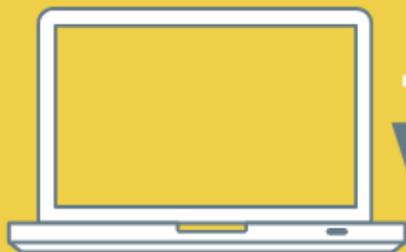
CERB TO TRANSITION TO EI

Announced today, the federal government plans to transition recipients of the Canada Emergency Response Benefit (CERB) to the Employment Insurance (EI) program as the coronavirus aid program wraps up this fall. [Read more information](#)

GOVERNMENT LAUNCHES COVID ALERT APP

The contact tracing app is available for iOS and Android devices and will alert users if they come into contact with anyone who tests positive for COVID-19. Currently, Ontario is the first province where people can use COVID Alert to report a COVID-19 diagnosis. [Read more](#)

Upcoming Webinars Available to You



**-UPCOMING-
WEBINARS**

AUGUST 10, 2020

**The Key To Employee Well-Being During And After The Pandemic |
Hosted By Desjardins**

Monday, August 10 @ 3:00 p.m.

COVID-19 has seriously shaken things up for Canadians, in both their professional and personal lives. With our new normal, which—for many of us—means teleworking and homeschooling, we're seeing an uptick in health problems that organizations and insurers need to address and adapt to. In this webinar, we'll be looking at how overall health culture, which includes physical, mental and financial health, is especially important during a crisis. And how going forward, this culture will be an integral part of group plans.

[Register Here](#)

AUGUST 12, 2020

**Getting Back To Business: Adapting Your Marketing Message For
The New "Business As Usual" | With Canada Post
Monday, August 10 @ 3:00 p.m.**

As the retail landscape has dramatically changed over the last few months, small businesses have had to navigate challenges they may not have anticipated – having to transition their brick and mortar store online or optimize their online presence or introduce new service options for their customers. Regardless of the scenario, businesses have had to adapt their business models at the onset of the pandemic and now are faced with the next phase, transitioning into “business as usual,” where the “usual” has changed.

In this session, Mamta Dogra, Senior Manager, Small Business Marketing, Canada Post, will share tips and resources on how to get your message in-market as you adapt your business, generate renewed brand awareness and find the right customers.

[Register Here](#)

**Chamber of Commerce Resources: For
Updated COVID-19 Information**

The Chamber has been working to develop a new area of our website where we can host, organize, and continually update all the information that is related to the COVID-19 pandemic.

In this section, you will find reliable, up-to-date resource for businesses and employees alike about:

COVID-19 & YOUR BUSINESS

**NEW CHAMBER
WEBSITE FOR ALL
COVID-19 RESOURCES**

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