

Squamish Chamber of Commerce - Media Release

For immediate release – January 13, 2022

Light Up Squamish : Window Wars – Winners!



[Tweet this:](#) #Light Up Squamish winners choose non profits and charities for donation
#exploresquamish #downtownsquamish #squamishchamber #supportlocal

Squamish, B.C. – Four local non profits and charities have been chosen as beneficiaries by the Squamish business winners of **Light Up Squamish: Window Wars**

The Squamish Chamber of Commerce, Tourism Squamish and the Downtown Squamish Business Improvement Association have joined forces again to support the Squamish business community. Recognizing the importance of local businesses to the Squamish community, Squamish’s three non-profit business organizations have been working more closely than ever to support our local businesses.

Throughout the month of December 2021, Squamish businesses were challenged to **Light Up Squamish** and bring some holiday cheer to the community with holiday displays. Locals headed out to see the displays, enjoy the festive spirit and vote for their favourite display. Hundreds of votes were made, with each vote providing a chance to win one of dozens of \$50 gift cards from participating businesses (purchased by the partners). The businesses with the most votes then choose their favourite local cause for a donation of \$1,000 to be made in their name.

Light Up Squamish: Window Wars aimed to increase footfall, bringing people to retail areas, creating additional exposure for businesses and some festive cheer. The partners added some extra festive spirit with holidays lights at the Squamish Adventure Centre, downtown Squamish, the Sea to Sky Business Park, Tantalus Road and the Squamish Town Hub. **Light Up Squamish** was funded by the BC Chamber of Commerce and the Government of Canada, with prizing contributions from the partners. Originally three winners were anticipated. Fortis BC generously stepped in with additional funding to support a fourth winner.



THE WINNERS!

The winners of Light Up Squamish : Window Wars, and their chosen non profits / charities are:

Winner: [Pearl's Value & Vintage](#)

Pearl's Value & Vintage is a non-profit social enterprise owned by the [Howe Sound Women's Centre](#). As such we are more than proud to pass on our winnings to the cause we work hard to support!



Winner: [Wild and Heart](#)

*We are so grateful to be one of the winners of window wars. After lots of consideration we have decided to donate our charity winnings to the **Sea to Sky BC SPCA**! When choosing the SPCA we thought of our furry (and not so furry) best friends past and present. The Sea to Sky community animal centre is one of 44 BC SPCA locations across the province serving sick, neglected, abused and homeless animals. If you are looking to adopt a new furry friend into your family or would like to know more about how you can make difference for animals in our community check out their [website](#).*



Winner: [Empire of Dirt](#)

On behalf of Dancing Santa and all of us gals at Empire of Dirt... We would like to thank everyone that voted for our little window display 😊

Empire of Dirt chose [Squamish Search and Rescue](#)



Winner: [The Squamish Store](#)

We are pleased to support youth, education and the environment through [The Education Outreach Program](#), an outdoor, nature-based learning experience for Squamish school age children.



LOVE LOCAL: SUPPORT LOCAL

For every \$100 spent in a local business, \$63 is reinvested back into the community. This compares to \$14 from multinationals. That's because the owners live here, they hire your neighbours, use local suppliers and support local charities and groups.

The three partners – Tourism Squamish, Squamish Chamber and Downtown Squamish BIA – collectively represent hundreds of local businesses and have been working together to support local businesses. In addition to Light Up Squamish, video content is in production for release very soon. The team also worked with LOCO BC to create 'impact stories'. [Read local impact stories here.](#)

"Thank you to all the Squamish businesses who have participated in our programs over the last couple of years. Thank you Squamish Chamber members for your continued support, and to the generous sponsors and partners – including the Government of Canada, Province of BC and the District of Squamish – who have helped make many programs possible. It is our honour to serve the Squamish business community and we wouldn't be here without your collective support."

Louise Walker, Executive Director, Squamish Chamber of Commerce

Watch last year's support local video here:

[Stay Local – Support Local](#)



ABOUT THE SQUAMISH CHAMBER OF COMMERCE

The Squamish Chamber of Commerce is dedicated to enhancing the quality of life in the Squamish community by actively supporting business, economic growth and diversification. The Chamber takes a leadership role in advocating for the interest of Squamish businesses and provides member services such as networking and educational events, business development tools, policy positions and partnerships with other organisations to foster the local economy.

More information about the organization, events and initiatives can be found on the Chamber's website at www.squamishchamber.com

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