

## Valparaiso Kicks Off Shop Valpo Campaign

The City of Valparaiso has launched a Shop Valpo campaign to encourage shoppers and diners to look local this season. “Our local businesses are the backbone of our community, and they offer unique goods and experiences you won’t find anywhere else. Let’s all support our friends and neighbors and find the very best in Valparaiso,” said Mayor Matt Murphy.

The Shop Valpo campaign gathers a directory of participating businesses in a single website directory at Valpo.in where shoppers can also find the special offers businesses will be sharing from Small Business Saturday on Nov. 27 through the end of 2021. The website is now live at Valpo.in and will be featured on window clings in business windows and on social media.

“In addition to creating this website with the business directory and promoting the campaign, the City of Valparaiso is also making it easier to Shop Valpo by adding more parking options,” said Murphy. The City of Valparaiso is making free parking available at the Porter County Parking Garage, located at the corner of Lafayette and Monroe streets, from 5:00 pm to 1:00 am on weekdays and 9:00 am to 1:00 am on weekends, along with all declared holidays. The City of Valparaiso has leased this space from the Porter County commissioners, using the county’s parking garage during the hours when the Porter County Administrative Center is closed.

“We’re excited to highlight our local businesses and make it easier to shop and dine in Valpo,” said Murphy. “Why worry about supply chains, delayed shipping and big-box hassles, when you can find unique options and excellent dining right here in Valparaiso?”

Businesses may add themselves to the shopping/dining directory at Valpo.in for free by creating their own offer and uploading to Valpo.in/shop-valpo-submission. The Shop Valpo campaign is a program of the City of Valparaiso, Valpo Chamber and Valparaiso Events. For questions, contact [info@ValparaisoEvents.com](mailto:info@ValparaisoEvents.com).