

-- FOR IMMEDIATE RELEASE --

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NNDF Receives Over \$44,000 USDA Grant For Buy Local Campaign

Nespelem, Washington – September, 22, 2013. Northwest Native Development Fund (NNDF) is happy to announce the successful award of the 2013 USDA Rural Business and Opportunity Grant. The RBOG grant will help provide funding to Promote and support Native American Businesses through the creation of a Regional Native Business Network, a “Buy Local” campaign and the establishment of a “Virtual Mall.”

Buy Local

“We are very excited to receive this grant.” said Ted Piccolo, Executive Director of the NNDF, *“we look forward to helping Native owned businesses and local businesses with the marketing efforts this grant will provide.”*

This grant funding will help with the creation and purchase of local billboards, t-shirts and other promotional items to be used at local events in an effort to promote the idea of shopping locally. It will also help create an online database for TERO certified businesses so that TERO business owners will be able to market themselves to a wider audience. The new small business database can be found on the NNDF website.

A “Virtual Mall” for local artists and craftspeople.

“Too often maintaining an online presence can be too expensive and cumbersome for small artists and crafts people,” said Piccolo, *“we have some extremely talented and creative people in our region who have busy lives and could be really helped with a little promotion of their arts and crafts. This particular effort is very exciting.”*

The NNDF will attempt to gather the names and contact information of local artists and craftspeople, obtain pictures of their products and then add the page to the NNDF website. It will be like an online billboard for crafters. Only with pictures!

Native Business Network

Finally the entire campaign will help in the creation of a regional Native Business Network. This network will be a multi-faceted marketing effort through the networking functions of the Virtual Mall, the searchable online database and an annual gathering of Native business owners.

There will be a gala event that is to be kicked off this November at Northern Quest Resort. The gala will feature a dinner, entertainment and most importantly the first annual Native Business Awards. There will be three categories of awards.

- 1) Bear: The Native Small Business Advocate Award.
- 2) Salmon: The Native Purchaser Of The Year Award.
- 3) Eagle: The Native Business Of The Year Award.

This event will bring funders, buyers, policy makers and Native small business owners together for an evening in order to get to know each other, exchange ideas, do business while at the same time awarding the hard work and efforts of businesses, buyers and advocates. People and organizations who do business with Indian Country need to be recognize for the important role that they play.

Anyone interested in nominating a person, business, organization or municipality for any of the above mentioned awards are encouraged to contact the Northwest Native Development Fund by email info@thenndf.org to request a nominating form.

The NNDF is a 501 c 3 non-profit, certified Native Community Development Financial Institution (CDFI). The NNDF provides small business lending and technical assistance as well as emergency “anti-payday loan” loans.

The Northwest Native Development Fund also provided over free tax assistance to over 160 individuals living on the Colville and Spokane Indian Reservations.

For more information and to follow the progress of the Native Business Network awards and other exciting initiatives of the NNDF be sure to “like” the NNDF Facebook page at: www.facebook.com/TheNNDF.

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