

# Local News



TOP

## #DexterFirst Contest Begins Today

NOVEMBER 24TH 2017 BY STAFF WRITER

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Written by Nancy Vines

**Dexter, MO** - County Wide Insurance Agency and the ShowMe Times are proud to sponsor the 2017 Christmas Holiday #DexterFirst shop local campaign. In this world of online purchasing and large shopping malls, we often fail to see the benefit of shopping locally and supporting our local merchants.

We are lucky to live in a community that embodies close-knit, small-town spirit. Our local business and civic leaders selflessly donate endless time, energy, and resources to promote this sense of home-town pride.

Unlike many small towns that have seen their locally-owned businesses dwindle, or disappear completely, Dexter has managed to maintain a diverse sampling of locally-owned businesses. What Dexter shares with every other small town, though, is the reality that the continued success of these businesses relies on local support. That's why #DexterFirst was created.

Using social media, we are asking that the members of our community Share, Like and Review our local participating businesses by snapping a photo of popular, interesting, or unique items that you find in our local shops. Post these to social media using <https://www.dexterfirst.com> to help generate interest in what our merchants have to offer. Help our merchants with your posts, and we will help you find yourself a bit richer for your local holiday shopping.

#DexterFirst is simply an effort to give your local retailers the FIRST opportunity to provide you with the gifts and merchandise you may be purchasing during the 2017 Christmas Holiday Season. Shop in Dexter first before you head out-of-town or peruse the internet.

The #DexterFirst Contest will begin on November 24, 2017 and end on December 22, 2017. During this period, we ask that you visit local merchants, snap a photo and give a brief description of the items you found in the local participating merchants' shops. Be sure to hashtag each post with #DexterFirst and post to <http://www.dexterfirst.com> so that you can then be entered into a weekly drawing for \$250 in cash and gift certificates. One winning name will be selected on December 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, and 22<sup>nd</sup>.

Join in the fun of #DexterFirst. We look forward to seeing your posts on our ShowMe Times #DexterFirst shop local Facebook page <http://www.dexterfirst.com>.

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