

## **FOR IMMEDIATE RELEASE**

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Contact: Wendy Gehlhoff 715-528-3294



## **New Online Directory for Crafters and Home Based Businesses due to Christmas in Florence Cancellation**

**Florence, WI....** With the rise in COVID cases, the Florence County Chamber's Christmas in Florence event will not be held this year. In order to help our local vendors, crafters and home-based businesses, a new category will be added to the Business Directory at [www.ExploreFlorenceCounty.com](http://www.ExploreFlorenceCounty.com): Crafters & Home-based businesses. Facebook posts will be made to encourage our 10,800 followers to "Shop Local" for Christmas through the home-based and crafter businesses in the online directory. If you are a Florence County based crafter, Fab Lab product producer, or network marketing type business please call or email Wendy Gehlhoff, Florence County Economic Development Director at 715-528-3294 or [wgehlhoff@co.florence.wi.us](mailto:wgehlhoff@co.florence.wi.us). The listing will include name, address, phone number, links if you have a Fb page or Etsy etc type site, a picture of your product(s) and a description of what you sell.