



The American Independent Business Alliance (AMIBA) has cultivated the Local Economy movement since 2001 through education and training. Strengthening local and equitable economies is at the core of AMIBA's mission.

In 2021, AMIBA expanded its Shop Indie Local holiday campaign into a Choose Indie Local year-round program. The Monadnock Region continues to serve as a model for how communities can implement strong Choose Indie Local campaigns (Plaid Friday, Cider Monday).

AMIBA organizes nine annual Choose Indie Local campaign themes:

- Choose Black-Owned Month (February)
- Move Your Money: Bank Local, Invest Local Month (March)
- Choose Indie Sustainable Month (April)
- Bicycling Means Business Month (May)
- Pride Month (June)
- Independents Month (July)
- Eat Indie Local Month (August)
- Choose Indie Art Month (October)
- Shop Indie Local Holiday Season (November - December)



Choose Indie Local inspires and supports community members to boost the ripple effect of economic and community benefits we receive when we spend and invest dollars at locally owned businesses.

Led locally but aligned nationally; our movement transcends the word "shop." Community members at all levels participate as investors, creators, and Indie Local champions — inspired by independent businesses' impact on community health and wealth. Together, we build strong local, equitable, and sustainable economies.



Help ensure that The Local Crowd (TLC) Monadnock's Choose Indie Local campaigns integrate diversity, equity, and inclusion into each theme.

TLC Monadnock, an AMIBA member, will leverage funds raised from the Monadnock Food Co-op's Round It Up donation drive (June 3 - June 9) to offer training and develop resources that support Monadnock Region Choose Indie Local campaign partners, empowering them to more effectively broadcast the value of locally owned, independent businesses in sustaining strong local, equitable, and inclusive economies.

Thanks for your support! Learn more at tlcmonadnock.com