

FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

September 11, 2013

Ald. Tony Zielinski
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Alderman Zielinski and Local First Milwaukee to be featured on *The Morning Blend*

As part of a segment focusing on the impact of supporting locally-owned businesses, **Milwaukee Alderman Tony Zielinski** will be appearing with other supporters of the **Local First Milwaukee** initiative on Friday's edition of *The Morning Blend* on TODAY'S TMJ4.

Local First Milwaukee is a business alliance of independent, locally-owned businesses and non-profit organizations within the five-county Milwaukee metropolitan area (Milwaukee, Ozaukee, Waukesha, Racine and Kenosha Counties) aimed at bolstering the local economy. The owners of businesses in the organization are required to live and work within the metropolitan Milwaukee area, and also must participate in community activities and assist local charities.

"As a movement, Local First Milwaukee has continued to pick up momentum and strengthen the local economy," Alderman Zielinski said. "Educating the public on the benefits of buying local is one of the most important tasks the group has, and we're very excited to have an opportunity to join Molly and Tiffany on *The Morning Blend* to help their audience learn more."

Alderman Zielinski was the primary sponsor of a resolution this summer that pledged the City of Milwaukee's backing to the Local First Milwaukee initiative, noting that studies have shown independent, locally-owned businesses create substantial benefits for their local economies, relative to their chain competitors.

Also joining *The Morning Blend* team as representatives of the Local First Milwaukee initiative will be local business owner Faye Wetzel of Faye's Boutiques in Brookfield and Mequon, Faye's marketing manager Chantal "CJ" Otto and Nancy Quinn of Local First Milwaukee. The program will air live at **9:00 a.m.** this **Friday, September 13** on TODAY'S TMJ4.