

July targeted for promoting 'Keep Louisville Weird' campaign

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In its continuing effort to “Keep Louisville Weird,” the Louisville Independent Business Alliance has declared July as “Independents Month” and is inviting the public to celebrate the city’s independent businesses.

Mayor Greg Fischer plans a news conference at 1:30 p.m. Wednesday at Carmichael’s Bookstore, 2720 Frankfort Ave., to announce plans for a “buy local challenge.”

Fischer will pledge to be “weird for a week” and purchase all his home goods and services from local, independently owned businesses for up to one week during July. He will encourage local residents to join him in the effort.

The goal of the campaign is to create awareness that purchasing goods and services from locally owned stores keeps more money circulating in the local economy and supports the businesses that make Louisville unique.