



Commissioner Nick Fish  
City of Portland

**FOR IMMEDIATE RELEASE**  
**February 11, 2015**

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## **Commissioner Nick Fish Joins Local Small Business to Encourage Portlanders to Shop Local over Valentine's Weekend**

***Commissioner Fish to help kick-off new local shopping campaign at Crafty Wonderland***

*Hidden Hearts* is a new Valentine's Day shopping event that rewards Portlanders for buying their Valentine's gifts at local, independent retailers. The brain-child of

Supportland co-founder Katrina Scotto di Carlo, *Hidden Hearts* showcases Portland's small business community and gives shoppers the opportunity to cash-in while supporting their neighborhood stores.

Shoppers can collect a Hidden Heart at each participating Supportland business through February 14. On February 15, each heart will turn into 20 Supportland Merits to use during a 24-hour shopping spree on [supportland.com](http://supportland.com).

As a champion for small business, Commissioner Fish will help kick off *Hidden Hearts* with Katrina and Crafty Wonderland owner Torie Nguyen at her Southwest Portland store on Friday morning.

"Our local small businesses are what make Portland great," said Commissioner Fish. "They employ half our workforce, strengthen our neighborhoods, and for every dollar we spend at a small business, nearly 70 cents stays in the local economy. So this Valentine's Day let's show them some love."

**Who:** City Commissioner Nick Fish; Supportland Co-founder Katrina Scotto di Carlo; Crafty Wonderland Owner Torie Nguyen.

**When:** Friday, February 13, 2015; 8 am to 8:45 am

**Where:** *Crafty Wonderland*, 808 SW 10th Ave, Portland, OR 97205

**Media RSVP:** Please contact Liam Frost if you plan to cover this event. You can contact Liam at [liam.frost@portlandoregon.gov](mailto:liam.frost@portlandoregon.gov) or (503) 823-3594.

### **About Supportland**

Supportland's mission is to strengthen neighborhood business districts that lead to thriving local economies.

What makes Supportland tick is it's exclusive to independent businesses. This exclusivity means it can work with local businesses to delight customers in an unprecedented way.

Michael and Katrina Scotto di Carlo started Supportland because they love independent businesses and felt they could do more to support them. Non-local chains used modern technology to attract and retain customers. So Katrina and Michael combined their backgrounds in technology and art to build a sophisticated, easy-to-use software platform specifically for independent businesses.

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