



**Commissioner Nick Fish**  
City of Portland

FOR IMMEDIATE RELEASE  
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## **City Commissioner Nick Fish urges Portlanders to shop local, love local with Hidden Hearts event this Valentine's Day**

For the second year in a row, Supportland's *Hidden Hearts* event is back! This Valentine's Day, show your loved ones you care by shopping local and get something back in return.

This Friday, February 12th, from 10:30-11:15 am, Portland City Commissioner Nick Fish will join the Secretary of State's Small Business Advocate Ruth Miles, along with local business owners Torie Nguyen and Katrina Scotto di Carlo at Crafty Wonderland (808 SW 10<sup>th</sup> Avenue) to kick off Portland's favorite Valentine's Day tradition.

*Hidden Hearts* rewards Portlanders for making their Valentine's Day purchases at participating neighborhood businesses. This Friday and Saturday, customers will receive a Hidden Heart with every purchase at Supportland businesses. On Valentine's Day, from midnight to midnight, these Hidden Hearts magically become 20 Merits each for the day. Merits can be cashed in for rewards like gift cards and massages through the Supportland website and mobile apps.

"Let's show our neighborhood business owners some love by shopping local this Valentine's Day," said Commissioner Fish. "Local small businesses are the backbone of Portland's economy: almost 70 cents of every dollar we spend at a local small business stays in our local economy."

"It's pretty awesome to watch the tickers on our side because all the massages are snapped up by like 12:02 every year," said Supportland co-founder Katrina Scotto di Carlo, "Local businesses put these stellar rewards up because they really

love their customers. And this is what Valentines is about for us – helping customer feel that love."

**Who:** City Commissioner Nick Fish  
Secretary of State's Small Business Advocate Ruth Miles  
Supportland Co-founder Katrina Scotto di Carlo  
Crafty Wonderland Owner Torie Nguyen

**When:** Friday, February 12, from 10:30am to 11:15am

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

Media RSVP: Please contact Jamie Dunphy if you plan to cover this event. You can contact Jamie at [Jamie.Dunphy@portlandoregon.gov](mailto:Jamie.Dunphy@portlandoregon.gov), (503) 823-3599, or (503) 956-8412.

### **Supportland Background:**

Started by Michael and Katrina Scotto di Carlo, Supportland formed in 2010 as a way to help local, independent businesses thrive. Combining their backgrounds in technology and art, Katrina and Michael built a sophisticated, easy-to-use software platform to help independent businesses.