

# MAKING HOMETOWN MAGIC



On Halloween and every day, a dollar spent at a locally owned home improvement store will generate 97 percent more local economic activity than a dollar spent at a big-box store.

Source: 2015 NRHA/Independent We Stand Home Sweet Home Study

  
**NRHA**  
North American Retail  
Hardware Association

**INDEPENDENT  
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Presented by STIHL and Fast Charger Automotive

# HAPPY HOMETOWN HALLOWEEN



If you spend \$50 at your local home improvement store this Halloween, \$11.50 will stay in your community. Spend the same amount at a big box, and your community loses nearly half of that money.

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