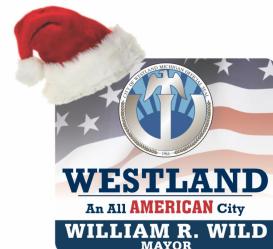


For Immediate Release—Official Press Release

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Westland Kicks Off 11th Annual "Shop and Dine" Campaign



Westland, MI (November 24, 2020) -
The City of Westland has officially kicked off the 11th annual Shop & Dine Westland Holiday Campaign on Tuesday, November 24. Shop and Dine is a 6-week multifaceted marketing campaign entitled "Shop & Dine Westland" which promotes Westland's premier shopping district as a location that bears "Everything you want. Everything you need" for your holiday season shopping list.

Westland's Shop and Dine district is anchored by the Westland Shopping Center and is surrounded by over 160

wonderful shops, restaurants and services making it Wayne County's premier shopping and dining destination.

In light of this year's pandemic related events, the awareness campaign has shifted its focus on supporting small businesses within the community and the importance of shopping local, this year more than ever. The City plans TV commercials which will begin this week. Radio ads will also be hitting the metro area air waves. The campaign also encompasses a large digital and social presence as well as billboards.

Research suggests when you spend your money locally, over 68% stays within the local economy.

"Small businesses are the lifeblood of our community," commented Mayor William R. Wild. "These are the people that support our athletic teams, donate to our community events

and volunteer for our non-profits. They need our help now more than ever."

For more information, please call (734) 467-3200.

Westland, Michigan is the state's 10th largest municipality, with a population of over 84,000.

Westland has been recognized as one of 24/7 Wall Street's America's Best 50 Cities to Live, offering residents and visitors an ideal blend of single – family affordable homes, apartments and condominiums, great schools, and access to numerous outdoor activities. Public safety is delivered by full-service, professional law enforcement and firefighting personnel.

Westland is well known as a premier destination for shopping and dining in Wayne County with hundreds of shops and restaurants anchored by the Westland shopping Center, one of the country's original four regional malls.

The City is served by two public school districts; Wayne-Westland Community Schools serving 12,000 youth was recently named one of the best schools in Michigan by WXYZ-TV and is the proud recipient of 14 Golden Apple and two Michigan Blue Ribbon Exemplary School Awards. Livonia Public Schools, educating nearly 15,000 students, is proud of their MEAP/MME scores that exceed State averages and the district has also earned Golden Apple and Michigan Blue Ribbon Exemplary School awards.

The City provides competitive incentives for those who are interested in investing in Westland, making it one of the hottest investment markets in the region. Westland's Fast-Track to Business Team, which consists of key decision makers who work diligently to "cut the red tape" and expedite the approval process for new business development.