



Slipdown Mountain Publications LLC

For Immediate Release...

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COPPER COUNTRY PUBLISHER URGES YOU TO GET UNCHAINED **Support the *America Unchained* campaign to keep profits in local community**

Lake Linden, Mich. (November 4, 2005) – Slipdown Mountain Publications LLC, a local Keweenaw Peninsula book publisher, is urging Copper Country citizens to unchain themselves on November 19 by shopping, on at least that day, only at locally-owned independent businesses and buying only locally produced goods and services. The company has enrolled in *America Unchained*, a national campaign of the American Independent Business Alliance (AMIBA).

“We’d like to reach every Copper Country resident and get them excited about participating in a *Copper Country Unchained* campaign, supporting the Copper Country economy by spending their hard-earned dollars where they will have the biggest affect on our community. Of course, we’d really like Copper Country residents to extend this support beyond November 19, particularly during the holiday shopping season,” said Walt Shiel, publisher for Slipdown Mountain Publications LLC.

Shiel would like locally-owned business to join the nationwide *America Unchained* campaign and to help develop a locally-oriented *Copper Country Unchained*.

“Copper Country independent businesses encompass a wide range of products and services, from locally written and published books (like those we produce) to manufacturing, retail and service companies. And you can’t beat the excellent service and quality products of our great independent businesses,” added Shiel.

“Studies from small towns in Maine to sizeable cities like Austin, Texas, found that locally-owned independent businesses create about three and a half times the local economic activity as chains do. A study released in 2004 looked at the local economic impact of 10 independent businesses and 10 chains in the Andersonville neighborhood of Chicago and found that the independents generate 70 percent more local economic impact per square foot than chain stores. They also found the local businesses to generate slightly more sales per square foot,” said American Independent Business Alliance director Jennifer Rockne, adding, “This is the second year of what will be an annual *America Unchained* campaign.”

Local independent businesses can join the campaign by signing up online at amiba.net/Unchained.html. He encourages those interested in furthering *Copper Country Unchained*, and helping the community understand the significant contributions of locally owned businesses to the Copper Country economy, to contact him by email (Books@SlipdownMountain.com) or phone (906-523-6105).

Based in Michigan’s Upper Peninsula, Slipdown Mountain Publications LLC publishes fine art prints and books on fiction, aviation history and cryptozoology. The company plans to publish two or three new books per year. Books may be purchased via the company’s website (SlipdownMountain.com) or by phoning 906-523-6105 (or 866-686-6706 toll-free).

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