



# CITY OF KENNER

## OFFICE OF THE MAYOR

**EDMOND J. "ED" MUNIZ**  
MAYOR

**EMILE LAFOURCADE**  
ASSISTANT TO THE MAYOR,  
PUBLIC INFORMATION OFFICER

**FOR IMMEDIATE RELEASE**  
**October 29, 2009**

### **KTV-76 CHANNEL LAUNCHES "SHOP KENNER" PROMOTION**

#### **Businesses, City Hope Boost in Sales Will Increase Taxes**

With the help of the local business community, Kenner Wednesday night launched a "Shop Kenner First" campaign aimed at urging Kenner shoppers to consider buying at local businesses before going to retailers outside the city.

The pitch made by a half dozen Kenner business owners and managers who appear in the minute-long video on Kenner's community cable channel, KTV-76, is that retail products and services are available at several Kenner businesses with as much selection and at competitive prices found in nearby communities.

The added benefit to the consumer they stressed is that buyers do not have to travel as far, so they save time, use less gasoline and sales taxes collected at local stores stay in the local economy.

Mayor Ed Muniz said that faced with 16 straight months of dropping sales tax collections, he welcomes support from the Kenner business community to stimulate the local economy.

Staffers at KTV-76 recommended the "Shop Kenner First" project after learning on the Internet about similar projects in other cities. They produced a test video that so impressed Muniz, a former successful radio broadcaster for 40 years, that he approved its use Wednesday. Two more videos are in production and more will be made as needed.

Photographers who went on location to record the videos said business owners and their customers were enthusiastic about the project and glad the city was looking to build support for local businesses and pride in the community.

The video is accessible on the KTV-76 You Tube site at <http://www.youtube.com/watch?v=UBcnwZm6iBY>



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