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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.

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

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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