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SOCIAL MEDIA CAMPAIGN SUPPORTS FERGUSON BUSINESSES

December 12, 2014

Lindenwood University's John W. Hammond Institute for Free Enterprise has launched a social media campaign encouraging people to support local businesses in Ferguson, Mo. Using the hashtag #FergusonFavorites, the institute is challenging people to post photographs of themselves on Facebook and Twitter as they dine and shop at Ferguson establishments.

"After the recent unrest in the City of Ferguson, some businesses were seeing 70 to 80 percent drops in revenue," said Rachel Douchant, PhD, director of the Hammond Institute's Liberty and Ethics Center. "If businesses stay or rebuild, they need consumers to support them. This campaign is a simple way to offer that support, and to personally encourage the business owners and show them the community does care."

Lindenwood's Hammond Institute Twitter handle is @LUHammondInst, and the Institute's Facebook address is www.facebook.com/LibertyandEthicsCenter. Photos posted with the #FergusonFavorites hashtag are encouraged on both platforms.

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Press Release Contact:

Public Relations
Lindenwood University
publicRelations@lindenwood.edu

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