

Dear Torrington businesses,
The City of Torrington has partnered with Northwest Connecticut Economic Development Corporation, CivicLift, and NWCT Chamber to provide a free, online advertising platform that supports local businesses during this difficult time and during the recovery period.

This free online platform is where you can advertise your business to residents in Torrington and in our neighboring Towns to let them know about your business. You may want to consider advertising the following:

- 1. Are you open? Curb-side pick up? New hours?**
- 2. Can they support you online through shopping or purchasing gift cards?**
- 3. Are you offering online services, classes, or webinars?**

Once you post your business you will show up on the "Places" map on both www.discoverlitchfieldhills.com AND www.itshappeninghere.com

Please [watch the 5 minute video here](#) which explains how easy and quick it is to list your business and to update your listing as frequently as you'd like.

Starting the week of April 13th the City, the NWCT EDC, and neighboring towns will be actively promoting these two websites (listed above) to area residents as the

place to go to get this information about who is open, and how residents can support local businesses. We are recommending that you list your business by April 10th in order for this to be a valuable resource to both the businesses and residents.

www.discoverlitchfieldhills.com and www.itshappeninghere.com are planned to continue long after this pandemic has passed. The partnering organizations are committed to promoting these websites and businesses as the place to go, even after COVID-19, when life gets back to normal. If you list your business now, you will continue to be listed then.

Please take advantage of this new free online resource to promote your business and let me know if you have any questions. Feel free to share this information.

**Together we are strong, Together we are resilient;
Together we are Torrington**