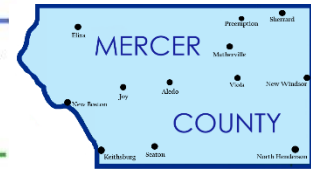




Mercer County Better Together

Connect. Promote. Educate.



MCBT Providing Assistance, Resources, Promotion During COVID-19

Mercer County, IL – April 15th, 2020 – As businesses, nonprofits and communities continue to feel the impact of the current COVID-19 pandemic, Mercer County Better Together (MCBT) is working to provide Mercer County with better access to resources and information.

One of the most powerful ways Mercer County residents can make a positive impact is by choosing to spend money locally. To make it easier for local residents to do so, MCBT has developed “At a Glance”, a guide with information on Mercer County businesses, including hours of operation, services offered and more. The guide is updated on a regular basis and currently includes information on 101 Mercer County businesses. “At a Glance” has been identified as a community best practice during COVID-19 by University of Illinois Extension. MCBT is also airing radio PSAs which explain where to find “At a Glance” as well as Aledo Main Street’s “Curbside Quick Guide” and highlight the ease and importance of shopping locally during COVID-19. The “At a Glance” guide and a host of other resources are available online at www.mcbettertogether.org.

MCBT is surveying the Mercer County business community to learn their specific needs and to gather data on how each individual business is being impacted by the COVID-19 pandemic. Survey data helps MCBT provide a more relevant response and better state-level advocacy on behalf of the Mercer County business community.

To provide clarity on federal and state funding resources, MCBT facilitated the *Mercer County Resource Roundup*, a video conference call held on April 10th made specifically available to Mercer County businesses, nonprofit organizations and community leaders.

“Daily changes are impacting our local communities,” said State Representative Dan Swanson, who spoke at the event. “Information is power, but only when shared. I want to thank Mercer County Better Together for working to inform and benefit the Mercer County business community through this pandemic.”

As the local point of contact for community and economic development, MCBT is available to provide consultation and technical assistance to the Mercer County community. MCBT will continue to share additional resources and information with Mercer County businesses, nonprofits and communities via email, social media platforms and online at www.mcbettertogether.org.

“Our role is to connect our businesses, organizations and communities to the resources they need to be successful,” said MCBT Executive Director Kyle McEwen. “When we do, the entire Mercer County economy benefits as a result. We’re working to promote, assist and support Mercer County through this pandemic.”

FOR MORE INFORMATION, CONTACT:

Kyle McEwen
Executive Director, Mercer County Better Together

Mercer County Better Together
305 NW 7th St / PO Box 73
Aledo, IL 61231
(309) 574-3123

MCBT2016
 MCBetterTogether
 mercercountybettertogether
www.mcbettertogether.org
