

The Town of East Windsor is supporting a “buy local” campaign through a newly announced East Windsor Small Business Passport Program.

“Small businesses are the backbone of any local economy, including ours,” said First Selectman Jason E. Bowsza. “Over the last three years, the Town of East Windsor has worked hard to support those cornerstones of our community. This passport program is our latest attempt to encourage East Windsor’s consumer dollars to be spent supporting businesses here, and we’re proud to do it.”

“At the Dam Restaurant opened during the pandemic, and support from the local community allowed us to survive and thrive,” said Susan Chadbourne, owner of At the Dam Restaurant. “Since we started, we’ve been recognized by Go Local magazine and other area publications. Programs like the Town’s passport initiative will help businesses like ours, and it’s a great way to get to know small business owners in the community.”

The passport program will kick off on August 18th (rain date August 25th) at 6:00 p.m. in conjunction with the Parks and Recreation’s Summer Concert Series at the East Windsor Park. The program will conclude November 26th, Small Business Saturday.

Representatives from the twenty participating businesses will be on hand at the park for distribution of passports and promotional materials.

Purchases made at local participating businesses will be eligible for a passport sticker. One sticker per visit with a purchase. Passports with 33 purchases or more will be qualified for entry into a drawing.

45 Stickers eligible for grand prize - \$1500
39 Stickers eligible for second prize - \$1000
33 Stickers eligible for third prize - \$500

Completed passports must be returned to the Office of the First Selectman, Town Hall, 11 Rye Street, Broad Brook by the end of the business day on December 5, 2022. Returned passports can be mailed or hand-delivered but must be received no later than December 5th. The prize drawings will be held at the Board of Selectmen meeting, December 13, 2022.

For more information, please contact the Office of the First Selectman – (860) 623-8122.