



---

## **Gearing Up for the Best of the WestShore Awards 2020**

**Julie Lawlor**

**Executive Director, WestShore Chamber of Commerce**

One of my favourite things about September at the WestShore Chamber is the Best of the WestShore Awards. A partnership between the Goldstream Gazette and the WestShore Chamber, the Best of the WestShore celebrates the favourite businesses, non-profits and community places in Colwood, the Highlands, Langford, Metchosin and View Royal. Entirely decided by public vote, this year as in previous years voting was open from July until Labour Day. In 2019, over 40,000 votes were received across 44 categories. As I write this, voting is still open so who knows what 2020 will bring?

Best of the WestShore planning and activities take place throughout the year with the announcement of the winners and finalists taking place in October, so what's so special about September? In September after the voting closes, we find out who has been voted into the top three in each category. And then we have the pleasure of calling approximately 130 organisations to tell them the good news. In 2020 more than ever, businesses need good news, support and opportunity for promotion. This year more than ever before, making these phone calls will be a pleasure.

Of course not everyone can be voted into the top three – especially when some of the categories have 20+ nominations. You can support your favourite businesses by making purchases with them and saying, while you're there, "I voted for you." Knowing that they have this kind of support in the community makes a real difference to business owners, managers and staff right now.

On behalf of our Title Sponsor **Coastal Community Credit Union**, thank you to everyone who has participated and voted in The Best of the WestShore Awards 2020. We look forward to welcoming you to our virtual events announcing our winners and finalists during the week of October 26<sup>th</sup>!