



Brighten Up Toy Store is Moving Forward through COVID-19

Chris and Stephanie Bailey own and operate Brighten Up, a toy store that focuses on learning and discovery, with locations in Erin and Fergus. Similar to many independent entrepreneurs, Chris and Stephanie have felt the financial impacts of the COVID-19 crisis. As small business owners leasing space, they are having trouble fitting into many of Canada's COVID economic relief programs. But Chris has found strength in his strong network of entrepreneurs, friends, and family, and he keeps himself busy by participating in free online training offered by local economic development offices. Finding new ways to maintain in-person contact with his valued customers has been vital to his morale and business during this time. Now, he enjoys picking up the phone and talking to his customers, and he uses email and social media to keep them abreast of Brighten Up news. All in all, Chris gives credit to our governments for their positive leadership, which underpins his overriding sense that he and Stephanie are moving forward.

Written by Tanya Markvart
Community Economic Development Officer
Wellington Waterloo Community Futures Development Corporation
294 E. Mill St., Unit 207
Elora, ON, N0B 1S0
Office: 519-846-9839 Ext. 226
Email: tanya@wwcf.ca