



# RETAILNEWYORK

RESULTS FOR TODAY'S RETAILERS

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FOR RELEASE:  
IMMEDIATE  
APRIL 3, 2020

## MAIN STREET COMES TO SHOPPERS THROUGH NEW ONLINE PORTAL

The Retail Council of New York State launched [RetailNewYork.com](http://RetailNewYork.com)--an online directory for independent Main Street merchants of all sorts from throughout New York State—at 9 a.m. today.

“Their stores might be closed for now, but they’re open for on-line and phone orders and ready to ship right to your door,” said Retail Council of New York State President and CEO Ted Potrikus. “We want to fill the site with contact information for stores of every sort. These are the Main Street merchants who need our support.”

“While we’re all waiting it out indoors, [RetailNewYork](http://RetailNewYork.com) is a great way to find your favorite stores and work out some retail therapy,” he said.

The Council is also asking shoppers to support their local businesses by going online and leaving a review, referring a friend, or liking, commenting on or sharing the business’ social media links.

Listing on the directory is free for Retail Council members and, through at least August 31, 2020, for stores that are not yet members of the statewide association. For more information about membership, interested retailers and shop owners can visit [rcnys.com](http://rcnys.com)

“[RetailNewYork](http://RetailNewYork.com) gives visibility to those stores that you might not immediately think of when you’re shopping on line,” said Potrikus. “We want to help businesses get customers through the door – even if it’s a virtual door for now. We hope shoppers will use [RetailNewYork.com](http://RetailNewYork.com) as their resource to Shop New York.”

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*The Retail Council of New York State is the voice of the state’s retail sector from small mom and pop/Main St. businesses to large brand name/brand driven retailers.*