

## **Queen Anne's County Character Counts! Re-Launches Business of Character Program**

Queen Anne's County Character Counts! is thrilled to announce the re-launch of their "Business of Character" program. This initiative aims to unite local businesses in promoting the significance of strong character throughout Queen Anne's County and the Mid-Shore area. Character Counts! is actively seeking enthusiastic businesses to join this amazing and effective community endeavor.

By participating in the "Business of Character" program, local businesses will enjoy a wide array of benefits. Firstly, their business will be featured on the dedicated "Businesses of Character" section of the Queen Anne's County Character Counts! website, complete with links to your businesses contact information. This free advertising can amplify your reach and visibility within our community. Each participating business will receive a complimentary poster and window sticker, showcasing their commitment to character and integrity. These displays will serve as a proud reminder to patrons and passersby that your business is actively involved in making Queen Anne's County a better place to live and grow.

Another significant advantage of joining the "Business of Character" program is the opportunity for businesses to have their character-related events, promotions, and activities highlighted on Queen Anne's County Character Counts! social media platforms. With a dedicated and engaged following, this social media exposure will further boost brand recognition and foster a positive reputation within our community.

Queen Anne's County Character Counts! believes that strong character is the foundation for building a thriving community. By engaging local businesses with this initiative, we aim to cultivate an environment where the pillars of Character Counts! are championed and celebrated.

The Character Counts! program, envisions a community where people of all ages practice the values of TRUSTWORTHINESS, RESPECT, RESPONSIBILITY, FAIRNESS, CARING, AND CITIZENSHIP.

For businesses interested in participating in the "Business of Character" program and finding out the commitments to become a "Business of Character", visit our website <https://www.peopleofcharacter.org>. Together, we can make a lasting impact on the community while reaping the numerous benefits that come with being a part of this commendable initiative.