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PATRIOTIC E-COMMERCE WEBSITE LAUNCHES ON FOURTH OF JULY

MadeInTheUSA.com Features Nation's Largest Collection of American-Made Products

Orlando, Fla. – Beginning July 4th, consumers who prefer to “buy American” will find it easier and more efficient to do so – thanks to the new e-commerce site, MadeInTheUSA.com. The site will include the nation’s largest collection of U.S.-made products – nearly 1 million items ranging from toys to home accessories.

Entrepreneur Don Buckner, the visionary founder behind the site, understands the economic clout that patriotic patrons can wield. According to a recent Perception Research Services study, 76 percent of shoppers surveyed are more likely to purchase a product labeled “Made in the USA.”

“When consumers buy American, the money stays here and keeps our friends and neighbors working,” said Buckner, CEO of MadeInTheUSA.com. “With heightened public awareness about the benefits of recycling American dollars, there is an opportunity to stimulate the economy and create jobs. In other words, the power of change is in our pockets.”

Buckner’s patriotic plan can be traced back to 1996, when he tried to find several American-made products online, but was unable to do so. Frustrated, he took matters into his own hands, purchasing MadeInTheUSA.com. Over the years, many suitors attempted to buy the domain – but Buckner wasn’t interested, regardless of how high the offer. “I stood firm, because I knew I could make a difference,” he added. “‘Be American ... Buy American’ – it’s the right thing to do.”

Initially, Buckner built the website as a directory resource to connect patriotic consumers with more than 300,000 American-made manufacturers. In March of this year, he decided to expand his vision and evolve the business into an e-commerce site.

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Having spent more than 30 years in the manufacturing sector, Buckner has witnessed a steep decline in American jobs and U.S.-made products. “This website isn’t just about selling products,” Buckner added. “It’s also meant to create conversations about domestic jobs, foreign trade, environmental issues, human rights and the future of America’s manufacturing industry.”

Though the United States has fewer manufacturing jobs than it did in previous years, more than 11 million Americans still earn their paychecks working in factories. According to Moody's Economy.com, if every American spent an extra \$3.33 on U.S.-made goods every year, it would create nearly 10,000 new jobs. And if every builder used just 5 percent more American-made products, an estimated 220,000 jobs could be created.

“Consumers who buy American products help keep my employees working,” said Bobby Welter, president of Data Graphics, Inc. a Mt. Dora, Fla.-based manufacturer, affiliated with the site for many years. “Manufacturing in the U.S. is becoming more attractive for businesses due to increased labor costs in markets such as China, high import duties, fluctuating currency exchange rates and uncertainty over volatile fuel costs. Consumer buying habits are fundamental to creating a strong economy.”

To find products manufactured in the United States and learn more about buying American, visit MadeInTheUSA.com.

About MadeInTheUSA.com

MadeInTheUSA.com is an e-commerce site featuring the nation's largest online collection of U.S.-made goods – more than 1 million products from toys to home accessories. Founded by Don Buckner, the site helps educate consumers and connects domestic manufacturers with shoppers who want to be a part of rebuilding the U.S. economy. For more information, contact Rich Wahl at 407-722-7839, visit MadeInTheUSA.com or follow MadeInTheUSA.com on [Facebook](#), [Twitter](#), [YouTube](#) and [Google+](#).