



Women business owners in Beloit host 'She Shop Hop'



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William Ingalls





BELOIT (WREX) — With the pandemic slowing down retail business, entrepreneurs knew they needed to come up with something.

Six women business owners came up with the 'She Shop Hop.' The event has the businesses put together a passport with all the stores listed on it. Each store put on their own deals and contributed items to put towards two gift baskets to give to two random people who visited all six stores.

Pizzazz owner Christine Drake says the event was a great way for regular customers to experience more of downtown Beloit.

"It's bringing new people to our locations," Drake said. "I've had several people who've never been in my store, and I'm sure it's that way for them as well. It familiarizes you with what there is to offer down here."

The businesses that participated include Pizzazz, Walnut Creek Apparel and Gifts, Nest Egg, Forever and Always, The Villager and Chic & Unique.

The group hopes to host events like this three to four times a year.