Oakland Grown (www.oaklandgrown.org), Buy Local Berkeley (www.buylocalberkeley.com), and the Sustainable Business Alliance (www.sustainablebusinessalliance.org) partnered with the weekly East Bay Express in 2009 on a year-long campaign encouraging support for local, independent businesses. Each month had a different focus. In March, the campaign urged people to move their money to local, socially responsible financial institutions. These ads, which ran in the East Bay Express, featured a local credit union and a community development bank.