



Shop Concord Relaunches Gift Card Program for the Winter Holidays

Community e-gift card program keeps dollars local to benefit businesses and residents

Concord, Calif. (Nov. 21, 2022) – The City of Concord and the Greater Concord Chamber of Commerce have relaunched the popular *Shop Concord* e-gift card program to support the city’s small businesses by encouraging residents to shop locally over the Thanksgiving weekend and into the winter holiday season. *Shop Concord* helps local businesses increase their sales while also benefiting consumers and providing a boost to the local economy.

Shop Concord is relaunching thanks to a \$10,000 contribution from the City of Concord to supply a bonus gift card with every purchase. While supplies last, receive a free \$50 *Shop Concord* bonus card with every original \$100 gift card purchase, a free \$25 *Shop Concord* card with every \$50 gift card purchase, or a free \$10 *Shop Concord* card with every \$20 gift card purchase. Gift cards can be used for purchases at any participating business. The bonus gift cards with purchase are available until the allotted \$10,000 is distributed.

“I am pleased to see ongoing support for local businesses during the upcoming holiday season,” said Mayor Dominic Aliano. “Relaunching *Shop Concord* continues the momentum of local economic support that this program accomplishes.”

The e-gift cards can be purchased on the [Shop Concord Yiftee page](#), which includes a list of the more than 70 participating merchants. The cards purchased can be redeemed at any participating Concord business. The digital nature of the gift cards allow customers to split the original and bonus portions to keep for themselves or gift to others via text or email.

“The Shop Concord program has been an overwhelming success since it was originally launched to support our local business community that experienced significant setbacks due to the pandemic,” said Melissa Rea, President/CEO of the Greater Concord Chamber of Commerce. “This holiday season, the Chamber is excited to partner with the City of Concord on the launch of a new round of the Shop Concord program, and to build on the program’s success from previous years. This program will inspire a new wave of support for our local business community, and we are thrilled we can continue to support our business community in this way.”

Shop Concord first launched in November 2020 with 978 e-gift cards purchased for a total of \$31,020 in value. Local businesses saw the momentum and reaped the benefits. Now, with five promotions launched in the past two years to show continued support for the local economy, the total amount of gift cards purchased is more than \$156,000 in value.

“The Shop Concord Program is a fantastic way for the City of Concord to support local businesses and for the community to get a great deal,” said Robin Eig, owner of [Rockin' Robbie's Music](#) in Downtown Concord. “Our customers love it!”

Concord business owners can sign up anytime for free to participate in the *Shop Concord* program. Instructions for how to become a participating merchant are online at www.concordfirst.com/shop-concord.

To stay up to date on all the latest news and resources available, follow the City of Concord on [LinkedIn](#), [Facebook](#), [Instagram](#), and [@CA_Concord](#) on Twitter.

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