



Shop Concord 5.0 RELAUNCHES GIFT CARD PROGRAM FOR THE SUMMER SEASON

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

CONCORD, Calif. (May 25, 2022) – Today, the City of Concord and the Greater Concord Chamber of Commerce are relaunching the popular *Shop Concord* program to support the city’s small businesses by encouraging residents to shop locally over Memorial Day weekend and throughout this summer season. The *Shop Concord* program will help increase sales for local businesses 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 will run until the allotted \$10,000 is distributed.

“After many successful *Shop Concord* programs, I am delighted to see ongoing support for local businesses,” said Mayor Dominic Aliano. “Relaunching the program this season will continue to build on this momentum and support the prolonged growth of our local economy.”

The initial *Shop Concord* program 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 four programs launched in the past two years to show continued support for the local economy, the total amount of gift cards purchased is more than \$120,000 in value.

“The *Shop Concord* program has been an overwhelming success since it was originally launched in November 2020 to support our local business community that experienced significant setbacks due to the pandemic,” said Melissa Rea, Director of Operations & Marketing, Greater Concord Chamber of Commerce. “This Memorial Day weekend, 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.”

The e-gift cards can be purchased on the [City of Concord’s Yiftee page](#), which includes a list of 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.

“*Shop Concord* has been a huge success for our store,” said Gary Ray, Owner, [Black Diamond Games](#). “Customers have embraced the gift cards and are planning larger purchases around them. The cards have been great in getting customers back in the store.”

There is still time for local business owners to sign up to participate in the *Shop Concord* program. Instructions for how to become a participating merchant are online at www.concordfirst.com/shop-concord.

Businesses can continue to sign up for *Shop Concord* even after the initial launch, so customers are encouraged to check back frequently to see the [expanding merchant list](#).

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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