



SHOP CONCORD 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, 2021) – On May 26th, the City of Concord and the Greater Concord Chamber of Commerce will announce the relaunch of the *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 that have experienced significant setbacks during the pandemic while also benefiting consumers and providing a much-needed boost to the local economy.

Similar to the inaugural program last November, *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. Customers who purchase a \$50 e-gift card through *Shop Concord* receive a free \$25 e-gift card in return, which can be used for purchases at any participating business. Customers also have the option to purchase a \$20 e-gift card through *Shop Concord* and receive a free \$10 e-gift card in return. The bonus gift cards with purchase will run until the allotted \$10,000 is distributed.

“We’ve come a long way during this last year, but momentum is changing for the better and this program will help us step on the accelerator,” said Kevin Cabral, President/CEO of the Greater Concord Chamber of Commerce. “The Greater Concord Chamber of Commerce is proud to partner with the City of Concord on the relaunch of *Shop Concord*. It’s an effective tool for engaging new customers that are starting to feel more comfortable about going out and returning to a sense of normalcy.”

The initial program last November saw resounding success, with 978 e-gift cards purchased for a total of \$31,020 in value. Local businesses saw the momentum and reaped the benefits.

“The *Shop Concord* promotion gave my business a real boost,” said Robin Eig, owner of Rockin' Robbie's East Bay Music of the program’s initial period last November. “I had customers downloading the gift cards in my store so they could take advantage of the promotion. It's a great way for the city to support small businesses in Concord and give customers a nice gift as well!”

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.

“Count me as a big fan of the *Shop Concord* program,” said Joe Field, owner of Flying Colors Comics & Other Cool Stuff. “The gift cards will be a good sales tool while also providing a great value to our FlyCo Faithful.”

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.

“As restrictions lift and businesses see light at the end of the tunnel, this is the perfect time to encourage people to get out there and spend local,” said Mayor Tim McGallian. “*Shop Concord* provides a direct benefit to our community, as we saw in late 2020. The collective wave of gift card purchases will go a long way toward helping our local businesses bounce back faster.”

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](#) and [@CA_Concord](#) on Twitter.

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