



## SHOP CONCORD LAUNCHES THIRD ITERATION OF LOCAL GIFT CARD INITIATIVE

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

**CONCORD, Calif. (June 30, 2021)** – The City of Concord and the Greater Concord Chamber of Commerce are relaunching the highly successful *Shop Concord* program to support the city’s small businesses by encouraging residents to shop locally over July 4<sup>th</sup> weekend and throughout this summer season. The *Shop Concord* program will help increase sales for local businesses that have experienced setbacks during the pandemic while also benefiting consumers and providing a boost to the local economy.

The first two instances of the program around Thanksgiving 2020 and this past Memorial Day have together generated nearly 1,800 individual gift card purchases worth more than \$60,000 in value. To date, half of that value has been redeemed at local businesses.

“The response from both businesses and consumers has been well beyond our expectations, which is why the Greater Concord Chamber of Commerce is proud to partner with the City of Concord on this initiative once again,” said Kevin Cabral, President/CEO of the Greater Concord Chamber of Commerce. “This initiative is keeping money local and helping to stimulate the local economy as people head out this summer.”

Unlike the past two *Shop Concord* programs, customers will now be able to purchase a \$100 e-gift card through *Shop Concord* and receive a free \$50 e-gift card in return, which can be used for purchases at any participating business. As with the previous versions, a \$50 and \$20 e-gift card option are also available, whereby consumers receive a \$25 and \$10 e-gift card, respectively, in return. *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.

“The *Shop Concord* program will provide a great lift for our restaurant,” said Johnny Gropetti, owner and operator of Concord’s The Corner Kitchen and a *Shop Concord* participating business. “The program will add the exposure we are looking for, help us attract new customers and provide extra value to our existing customers. All in all, it will be a win-win for the customer and our local business.”

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 allows customers to split the original and bonus portions to keep for themselves or gift to others via text or email.

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](http://www.concordfirst.com/shop-concord).

“People are eager to get out on the town responsibly, and they’re always asking how they can help support local businesses,” said Mayor Tim McGallian. “This is a perfect program to help with that, as the

impact of each dollar is extended. With summer finally here and restrictions lifted, we encourage everyone to get out there and *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](#) and [@CA\\_Concord](#) on Twitter.

Contact:

Marie Suvansin  
Economic Development Manager  
925-671-3048  
[marie.suvansin@cityofconcord.org](mailto:marie.suvansin@cityofconcord.org)

Kevin Cabral  
President/CEO, Greater Concord Chamber of Commerce  
925-685-1181  
[kcabral@concordchamber.com](mailto:kcabral@concordchamber.com)

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