

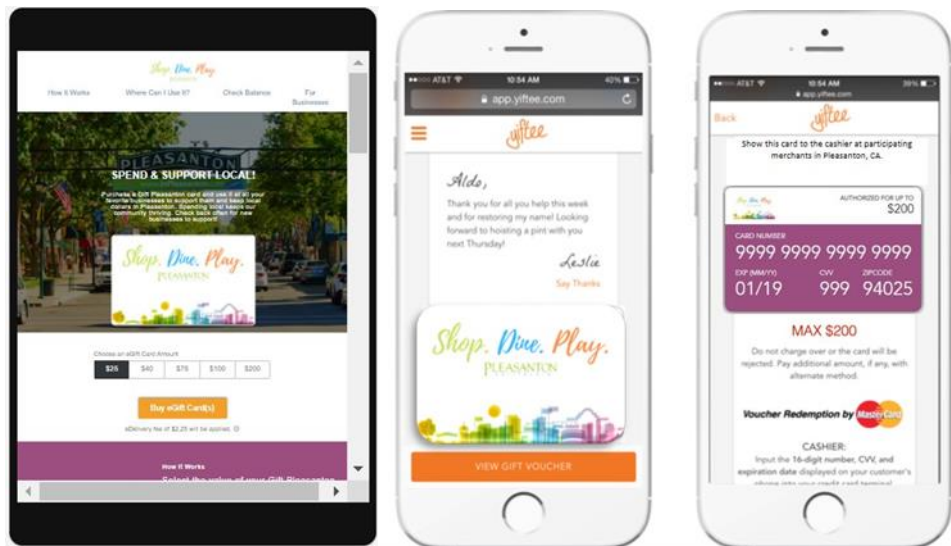
**FOR IMMEDIATE RELEASE
PRESS RELEASE
June 1, 2021**

Contact: Cindy Chin
(925) 931-5044
cchin@cityofpleasantonca.gov

GIFT PLEASANTON, PLEASANTON'S COMMUNITY E-GIFT CARD
New mobile gift card program to support and help Pleasanton businesses recover

PLEASANTON, Calif. — The City of Pleasanton launches **Gift Pleasanton**, a new community-based digital gift card to support Pleasanton businesses by keeping spending local.

Beginning June 1, 2021 *Gift Pleasanton* eGift cards can be purchased at inPleasanton.com and redeemed at any of the 30 participating businesses throughout Pleasanton, with businesses being added on an ongoing basis. As an incentive, \$10, \$15, and \$25 bonus cards will be given to increase the value of the eGift card (\$25 eGift card +\$10 bonus, \$40 eGift card +\$15 bonus, \$75 eGift card+ \$25 bonus). All digital and always available on a mobile device, the new eGift card is perfect for upcoming celebrations for Dads, grads, or for any occasion that can be sent to the recipient by email, text, or printed copy along with an option to include a personal message.



When the community supports and spends locally, independent retailers recirculate 47% and restaurants recirculate 73% of revenues back into the community.

There is no fee for merchants to participate. Businesses interested in participating in the *Gift Pleasanton* program can sign up at <http://bit.ly/GiftPleasantonBiz>. For more information, contact the Economic Development Department at econdev@cityofpleasantonca.gov or (925) 931-5038.

Follow us on Facebook @inPleasantonCA, Instagram @inPleasanton, and Twitter @inPleasantonCA.

###