**Contact:**

Your name, title

Organization

Phone

Email

**Your Town’s Name Keeps Holiday Shopping Local with Your Card Name**

*$XXX Worth of Cards Purchased for Exclusive Use at Our Small Businesses*

YOUR TOWN, Your State, Today’s Date. The Your Organization is thrilled to announce that over the holiday season, more than $XXX worth of Your Community Card Name were purchased by Your Town’s Name  residents, friends and families. These gift cards can be used at a variety of local shops and restaurants in town, and we are expecting to see a significant increase in foot traffic as cardholders redeem their gifts in the coming weeks and months.

The “Shop Local Movement” has been gaining momentum in our community since the launch of the Your Community Card Name, and we are proud to see it continue to thrive. Shopping and dining at locally owned businesses not only supports our friends and neighbors, but also helps to boost the economy and preserve the unique character of our town.

"As a local restaurant owner, I can attest to the impact that the Shop Local movement has had on my business," said [restaurant owner's name], owner of [business name]. "I am so grateful for the support of our community and am excited to welcome even more customers in the coming weeks as the Community Gift Cards are redeemed."

The Your Organization encourages everyone to take advantage of the Your Community Card Name and explore the many amazing locally-owned businesses in our town. From delicious dining options to one-of-a-kind boutiques, there is something for everyone. Let's continue to support our community by shopping and dining local.

Your Organization Name partners with service provider, Yiftee, Inc. to create and deliver the Your Community Card Name. We are one of 500 communities leading the Shop Local Movement across the country that works with Yiftee to deliver this program. For more information and a list of participating businesses in our community, please visit the Your website and/or Community Gift Card Page URL.

**About [your organization name]**

[Your boilerplate goes here if you have it, or you can just cut and paste something that describes your organization from your website.]

**About Yiftee, Keep Local Dollars Local**

Yiftee is the leading provider of Community Gift Cards with almost 600 communities and 16,000 merchants throughout the United States. Yiftee partners with Chambers, Main Streets, Downtowns and Cities in each community to brand and market the cards locally.  There is no cost to the organizers or merchants for the program and set-up is fast and easy. Yiftee also provides custom-branded cards for individual merchants, franchises, and chains. More info at Yiftee.com, email: sales@yiftee.com, Twitter: @Yiftee, Facebook: facebook.com/yiftee/.

The [your community card name] allows recipients to spend the card at many local shops and restaurants in the community and keeps local dollars local. Purchase them here: [your eGift page URL].

Your Community Card Image here