**Contact:**

Your name, title

Organization

Phone

Email

**Holiday Trends Point to Shopping Small, Shopping Local and Giving Choices**

*[Your Community Card Name Here] Addresses What Consumers Want*

YOUR TOWN, Your State, Today’s Date. The [Your Organization’s Name] announced that the [your community card name] now offers a diverse range of restaurants, retailers, experiences and services from [number] different merchants in the community, all accessible from one digital gift card. This makes supporting local businesses as quick and easy as shopping online. [Your Community Card Name] is a favorite gift because recipients get to choose where to use it. They can spend it all at one spot, or use it multiple times at many different places. For example, you could give the gift of a “Morning on Main Street” where your loved one starts with a coffee from her favorite barista, enjoys a relaxing mani-pedi and/or an invigorating yoga class, pops into a boutique, and then meets a friend for lunch – all using the same [Community eGift Card](https://d.docs.live.net/273dc35af1e3590e/Desktop/Yiftee/Marketing/PR-Analysts/link%2520to%2520your%2520eGift%2520purchase%2520page).

Recent holiday shopping trends related to 1) local businesses, 2) gift cards, 3) online shopping and 4) overall spending suggest that the [your community card name] is in the right place at the right time. Lasting effects from the pandemic have heightened consumer interest in shopping local. According to a recent study by [ActiveCampaign](https://www.activecampaign.com/), a company specializing in customer experience automation, 84% of consumers said they plan to shop small during the holidays.

Moreover, gift cards have been consumers’ top choice holiday gifts for many years, but generational trends and consumer preference for choice have caused even more growth in gift cards’ share of holiday spending. According to a [Blackhawk Network report](https://www.businesswire.com/news/home/20241003608138/en/New-Research-Finds-Gift-Cards-and-Loyalty-Programs-Will-Power-Holiday-Spending-as-Consumers-Seek-Value-and-Rewards), consumers plan to spend 48% of their holiday budget on gift cards, up from 39% in 2023. Being an all-digital gift card, the [your community card name] also leverages the growth in online shopping, providing a 24x7 sales channel for local businesses who may or may not have their own e-commerce site.

Finally, based on the National Retail Foundation’s (NRF) [2024 winter holidays survey](https://nrf.com/research-insights/holiday-data-and-trends/winter-holidays), consumer spending on holidays gifts this year will reach a new record: $902 per person, up $25 per person from 2023. By giving the [your community card name] you are keeping that revenue in our community and giving people what they want, all while supporting the local merchants that make our community unique.

**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 more than 600 communities and 20,000 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](mailto:sales@yiftee.com).

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