

PRESS RELEASE

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RED, WHITE AND BLUE SPIRIT IS THE THEME OF BENICIA INDEPENDENCE DAY DÉCOR CONTEST

Benicia, CA (June 7, 2021) — The City of Benicia Parks and Community Services Department is leading the way to help Benicians celebrate American Independence Day! Beginning June 7 through Tuesday, June 29, stop by Benicia Community Center at 370 East L Street or Benicia Main Street at 90 First Street to pick up the “Spirit of Benicia” sign and begin decorating for the holiday. Decorations may be as small or as grand as desired; homes, front doors, mailboxes, cars, bikes and trikes, whole streets, whole neighborhoods, or simply the sign itself.

Picking up the “Spirit of Benicia” sign qualifies for one entry into a drawing for a \$100 [Shop Benicia eGift Card](#). The eGift cards spend like MasterCards at participating Benicia businesses and will expire at midnight on Labor Day, September 6, 2021, giving winners all summer to shop and dine in Benicia.

“This campaign will not only help to brighten Benicia with patriotic colors, it will also invigorate commerce for our local businesses that are desperate to welcome back patrons into their stores.” said Mario Giuliani, Deputy City Manager. “Prizes from the “Spirit of Benicia” competition will help restore some of the lost dollars in our local economy, while creating a fun way to acknowledge our nation’s independence. I know I look forward to driving around and seeing how inspired and creative our residents and businesses will be.”

100 prizes will be awarded in a random drawing on **Wednesday, June 30**. Participants receive one entry when they pick up a “Spirit of Benicia” sign and can secure one additional entry if they email a photo(s) of their decorations to Parks & Community Services staff. More information may be found at <https://www.ci.benicia.ca.us/spiritofbenicia>.

Attachment:

- Example of “We are the Spirit of Benicia” sign

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