

## PRESS RELEASE

CITY OF BENICIA  
Benicia City Hall  
250 East L Street  
Benicia, California 94510



Contact: Teri Davena  
Economic Development Specialist  
(707) 746-4202  
tdavena@ci.benicia.ca.us

### **Buy a Shop Benicia Card and Get a Summer Bonus Card**

**Benicia, CA (June 14, 2021)** — The City of Benicia Office of Economic Development is excited to share another great shopping, dining and gift giving opportunity designed to support Benicia businesses. They're bringing back bonus eGift cards with the purchase of a Shop Benicia eGift card. Buy a Shop Benicia eGift card for friends, family, coworkers, teachers or clients and get a Shop Benicia Summer Bonus eGift card to give or keep. The Shop Benicia Summer Bonus eGift card program is designed to reward people for supporting local retailers recovering and reopening in Benicia, while providing a convenient shopping and dining experience. The eGift cards may be redeemed at any of the participating Benicia businesses.

Shoppers may purchase a Shop Benicia eGift Card anytime at [VisitBenicia.org/ShopBenicia](https://www.visitbenicia.org/ShopBenicia). As an added bonus for shoppers, the City is contributing \$25,000 for free Summer Bonus eGift cards! The bonuses are substantial:

- Buy a \$25 Shop Benicia eGift card, get a \$10 Shop Benicia Summer Bonus eGift card
- Buy a \$50 Shop Benicia eGift card, get a \$25 Shop Benicia Summer Bonus eGift card
- Buy a \$100 Shop Benicia eGift card, get a \$50 Shop Benicia Summer Bonus eGift card
- Maximum of \$300 in Summer Bonus eGift cards per shopper!

"Shop Benicia lets small business owners compete with the sort of gift card programs offered by mega-retailers because they spend like a MasterCard," says Mario Giuliani, Deputy City Manager. "As we head into summer and begin to recover from the effects of COVID-19 on our economy, the Shop Benicia Summer Bonus eGift Card Program arrives just in time for celebrating Father's Day, getting back into the dating scene, or meeting up with old friends we've missed so much. We're happy to reward the people who support our unique, independent businesses."

The gift cards may be used at any of the participating Benicia restaurants, bars, retail stores, art galleries, salons & spas, and hotels. Find a list of participating businesses, updated as they come online, as well as purchase eGift cards at [VisitBenicia.org/ShopBenicia](https://www.visitbenicia.org/ShopBenicia).

Once purchased, the eGift card and awarded Summer Bonus eGift card will appear on the purchaser's mobile device, or may be printed at home, and are used just like a physical gift card for in-store or online purchases. Keep the Summer Bonus eGift card for yourself or gift it via email or text message. Purchased Shop Benicia eGift cards never expire, however, the Shop Benicia Summer Bonus eGift cards rewarded by the City expire at midnight on Labor Day, September 6, 2021, allowing for lots of summer celebrating. Summer Bonus eGift Cards will be awarded while the \$25,000 funding lasts or until September 6, whichever comes first.

Participation is free for local Benicia businesses, who can sign up for Shop Benicia at [VisitBenicia.org/ShopBenicia](https://www.visitbenicia.org/ShopBenicia). The signup process takes only a few minutes, and includes custom-branded Shop Benicia eGift cards, which can be sold on their company website, Facebook pages, or through the Shop Benicia page.

###