



# CITY OF DUBLIN

100 Civic Plaza, Dublin, California 94568

## PRESS RELEASE

---

FOR IMMEDIATE RELEASE

Shari Jackman  
City of Dublin  
(925) 833-6650

[shari.jackman@dublin.ca.gov](mailto:shari.jackman@dublin.ca.gov)

### **CITY OF DUBLIN AND THE DUBLIN CHAMBER OF COMMERCE KICK OFF 4<sup>TH</sup> ANNUAL “DISCOVER DUBLIN FOR THE HOLIDAYS” SHOP LOCAL CAMPAIGN**

**DUBLIN, Calif., November 6, 2014** – The City of Dublin, in partnership with the Dublin Chamber of Commerce, has kicked off its 4<sup>th</sup> Annual “Discover Dublin for the Holidays” shop local campaign. At the Dublin City Council meeting on Tuesday night, November 4, 2014, the City Council also proclaimed Saturday, November 29, as “Small Business Saturday.” This national event, held on the Saturday after Thanksgiving, encourages holiday shoppers to patronize independently owned businesses that are small and local.

The annual “Discover Dublin for the Holidays” campaign is a free program designed to promote awareness of the benefits of supporting Dublin businesses. Every taxable dollar spent in Dublin benefits the community by funding services such as public safety, park and street maintenance, and City-sponsored events. It also helps the local business community by driving consumer spending to their doorsteps.

The shop local campaign is driven through social media. A “Discover Dublin for the Holidays” Facebook page, [www.facebook.com/discoverdublin](http://www.facebook.com/discoverdublin), will list information about shops and promotions going on throughout the holiday season. The number of “likes” to the page has grown to over 740, and many businesses have reported an increase in sales following a posting.

This year, the shop local campaign is introducing “Discover Dublin” shopping bags. Local businesses are encouraged to give customers their purchased merchandise in specially-designed “Discover Dublin” shopping bags. This will allow merchants and shoppers to show their support of the Shop Local program. The shopping bag program kicks off on Small Business Saturday, November 29. Dublin-based businesses can pick up the bags from Dublin City Hall or the Dublin Chamber of Commerce while supplies last.

Future efforts to expand the promotion of Dublin-based businesses beyond the holiday season are planned. In an effort to continue to attract support for businesses throughout the year, the Facebook page will be renamed, “Discover Dublin! Shop Local.” Plans include the promotion of January’s statewide “Restaurant Month” program, with a focus on Dublin restaurants and dining options. In February, in coordination with local Visit

Tri-Valley efforts, Staff will promote Dublin as a site for “Romancing the Arts.” Plans also include a “Spring/Graduation” focused campaign, as well as a “Back to School” shopping program in the summer.

For more information about “Discover Dublin for the Holidays,” contact Shari Jackman, with the City of Dublin, at (925) 833-6650 or via email at [shari.jackman@dublin.ca.gov](mailto:shari.jackman@dublin.ca.gov), or Jim Telfer, President and CEO of the Dublin Chamber of Commerce, at (925) 828-6200.

# # #