



Wondering What to Get Your Valentine?
Give the Gift of Shopping LOCAL in Stamford Downtown
50 Merchants Now Participating!

*The Stamford Downtown Card lets you enjoy your favorite restaurants, shops and entertainment
in Stamford Downtown and makes the perfect Valentine's Day gift.*

Stamford, CT – February 10, 2021 –Stamford Downtown has the perfect gift for your Valentine this year! Give a gift that supports the local businesses that make our community unique, while also showing your love and appreciation. Small businesses are trying to weather the Covid-19 storm and need our support now more than ever. The **Stamford Downtown Card** is a community-based digital gift card that makes it fun and easy to keep local spending LOCAL.

Stamford Downtown has 50 (and growing) merchants participating in the Gift Card program and now you can purchase a **Stamford Downtown Card** redeemable at any of the participating shops, restaurants and businesses (**Stamford Downtown Card Merchant List**) With this card, you can write a personal message and send it to family, friends and colleagues via email, text, or physical copy. Recipients can choose to spend it at one of the participating merchants in Stamford—or mix it up and spend flexibly at multiple locations. All-digital and always available on your phone, the **Stamford Downtown Card** makes the perfect gift for your Valentine.

Why supporting local businesses is so important

Participating in this program means supporting the heart of what makes our community unique. The purchase of a **Stamford Downtown Card** creates a pool of cash that local businesses in Stamford Downtown can rely on. Studies¹ have shown that local independent retailers recirculate 47% of their revenue back into the community, while only 14% of national chains' revenue stays in the community. More dramatically, restaurants recirculate 73% of their revenue back into the community, versus only 30% for national chains.

¹ Andersonville Study of Retail Economics, 2012, by Civic Economics

By supporting Stamford Downtown local businesses, more money continues circulating through the local community—this is achieved through a combination of profits paid to local business owners, wages paid to local workers, goods and services procured locally for internal use or resale, and charitable giving within the community. If you're looking for a gift for your Valentine or want to know how you can help the community you love, send a **Stamford Downtown Card** today! For more information or to participate as a merchant in the program, please contact Jackie Wetenhall at Stamford Downtown at retail@stamford-downtown.com.

About Stamford Downtown Special Services District

Stamford Downtown Special Services District is responsible for creating, managing and promoting a quality environment for people, which enhances the economic vitality of Stamford Downtown.

stamford-downtown.com

About Yiftee

Yiftee is the award winning, no hassle eGift card and promotions solution for local businesses and communities. Over 150 cities and towns across the United States have successfully implemented Yiftee's Community Card program, pumping revenue back into their local businesses and helping their communities thrive. With no special technology or POS integration, no revenue-share and no special accounting, it's easy for merchants and communities to offer eGift Cards on their website and Facebook pages. **Yiftee.com**

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