**Looking for Holiday Shopping, Dining and Celebrations? Think Oakland First!**

**#ThinkOaklandFirst Holiday Campaign launches with small business directories, holiday giveaways, fun community events and more**

The [Think Oakland First](http://www.thinkoaklandfirst.com/?utm_campaign=Business%20Update%20Email&utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-_cY5DGI-C6v3w6aLg82W_C05sh-OXdmaDrzNif0MdzAI0n1KdCtz1XxLNNNOMJriQ9aRRf) 2022 holiday season campaign encourages Oakland residents and visitors to support local businesses that reflect the diversity of our community by shopping, dining and enjoying seasonal celebrations locally.

**Social Media Showcase of Local Businesses & Entrepreneurs**
To showcase local shops and restaurants, as well as Oakland’s incredible home-based, pop-up and microbusinesses, the Oakland Metro Chamber and the City of Oakland, along with other local partners, will be sharing videos celebrating local small business owners and how they exemplify the #ThinkOaklandFirst spirit all season long. Community members can view the videos published on the [Oakland Metro Chamber](https://www.instagram.com/oaklandchamber/?utm_campaign=Business%20Update%20Email&utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-_cY5DGI-C6v3w6aLg82W_C05sh-OXdmaDrzNif0MdzAI0n1KdCtz1XxLNNNOMJriQ9aRRf) and [City of Oakland](https://www.instagram.com/oakland/?utm_campaign=Business%20Update%20Email&utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-_cY5DGI-C6v3w6aLg82W_C05sh-OXdmaDrzNif0MdzAI0n1KdCtz1XxLNNNOMJriQ9aRRf) Instagram stories and saved as #ThinkOaklandFirst highlights on the Oakland Metro Chamber Instagram page.

**#ThinkOaklandFirst Experiences Giveaway**
To help spread the word about the unique experiences and seasonal celebrations in Oakland, the holiday campaign includes giveaways for event attendees. Oaklanders and visitors are invited to enter the #ThinkOaklandFirst Experiences Giveaway by attending one (or all!) of the dozens of [#ThinkOaklandFirst local holiday celebrations](http://thinkoaklandfirst.com/?utm_campaign=Business%20Update%20Email&utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-_cY5DGI-C6v3w6aLg82W_C05sh-OXdmaDrzNif0MdzAI0n1KdCtz1XxLNNNOMJriQ9aRRf) and signing in at the event info booth with their email. One entry per person per event you attend – the more events you attend, the better chance you have! Attend and submit entries at #ThinkOaklandFirst events through January 8th to be entered into a drawing to win two roundtrip Southwest Airlines tickets to anywhere in the US (including Hawaii), courtesy of the Oakland Metropolitan Chamber of Commerce. Two winners will be chosen. Details and giveaway rules are available at [ThinkOaklandFirst.com](http://thinkoaklandfirst.com/?utm_campaign=Business%20Update%20Email&utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-_cY5DGI-C6v3w6aLg82W_C05sh-OXdmaDrzNif0MdzAI0n1KdCtz1XxLNNNOMJriQ9aRRf).

The Think Oakland First holiday season promotion is a partnership between the City of Oakland, Visit Oakland and the Oakland Metropolitan Chamber of Commerce.