

# LOVE OAKLAND?

Put your money where your ♥ is.

## SHOP LOCAL

For Immediate Release:  
November 26, 2019

### **Shop Local All Season Long**

*Activities, fun family events and concierge service continue through December*

Oakland, CA – Shoppers can skip the stress of standing in lines to have fun, find great gifts and keep their money in Oakland supporting local businesses and bolstering the city’s economy. The one-stop portal at **ShopOaklandNow.org** is packed with information on holiday events, the #ShopOAKProud photo contest, online directories and a helpful concierge service.

“Oakland is full of unique shops offering one-of-a-kind gifts all year round, and the Shop Local campaign serves as a wonderful reminder for residents and visitors alike to take full advantage of all that our small business community has to offer this holiday season,” said Mayor Libby Schaaf. “Our diverse local artists and entrepreneurs are the backbone of our local economy, so I encourage all Oaklanders to put their money where their heart is and support the businesses that invest so much in us.”

Shoppers are encouraged to explore Oakland’s shopping districts, discover the unique gift items offered by local retailers and experience a variety of special events through New Year’s Eve. With the inclusion of places to shop, eat and have fun, Oaklanders have many options on where to spend their dollars locally. Check the ShopOaklandNow.org website throughout the holiday season as information is continuously updated.

The online small business directory helps Oaklanders find the boutiques, shops and makers offering one-of-a-kind holiday gifts. Main Street Launch has gathered information on 3,600 merchants throughout Oakland and continues to grow that number.

Local businesses create a shopping experience unique to Oakland and capture the spirit and reflect the diversity of our community, and provide gift buyers will enjoy a more relaxed and inspired shopping experience. The “Shop Local” season-long campaign encourages Oakland residents and visitors to put their money where their hearts are by shopping locally. This theme aims to capture the immense pride and affinity residents have for Oakland.

The **#ShopOAKProud Photo Contest**, sponsored by the Oakland Metropolitan Chamber of Commerce, runs through noon on Friday, December 20, 2019. Post your holiday season pics taken at local Oakland businesses, use the hashtag #ShopOAKProud in your post and tag the business or location within Oakland city limits where the photo was taken to be entered to win two round-trip tickets to any Southwest Airlines published, domestic destination including Hawaii!

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Page Two

A merry band of judges will review entries for the winningest creative expression of Oakland's 2019 holiday season "Making Spirits Bright!" shopping experience as you shop, savor, sip and share your way through the season, and select a winner. Photo contest rules at [oaklandchamber.com/resource](http://oaklandchamber.com/resource).

Need gift ideas that are truly unique and meaningful? Know what you want to give, but stumped where to find the gift item in Oakland? The free **Concierge Service** at **ShopOaklandNow.org** will help you find one-of-a-kind items at a local, independent business.

A growing number of transportation options are available to help shoppers explore Oakland's commercial districts without the hassle of looking for parking. Thanks to BART, AC Transit, the bike share system, e-scooters and ride-hailing and taxi services, shopping local is easier than ever. Learn more about transportation options at [oaklandca.gov/topics/holiday-transportation](http://oaklandca.gov/topics/holiday-transportation).

To encourage turn-over of parking spots to better ensure availability for shoppers, both on-street and in off-street garages and lots, **the City will maintain standard pricing at all street meters and in [City-owned garages and lots](#)**.

Shoppers are reminded that parking at street meters and in metered City parking lots is free on Sundays year-round. Time limits still apply.

### Why Shopping Locally is Important

By choosing to shop at local businesses, you will enjoy a more distinctive and personal experience and help support Oakland businesses. Shopping locally also helps strengthen Oakland's economy as your purchases support jobs for your neighbors and generates sales tax revenue for the City. Consider the many social and economic benefits of shopping local as you complete your holiday gift purchases.

### Holiday Partnership

The Love Oakland shop local holiday promotion is a partnership between the City of Oakland, Main Street Launch, Oakland Metropolitan Chamber of Commerce and Visit Oakland.

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