



News from: **Economic & Workforce Development  
Department**

**FOR IMMEDIATE RELEASE**

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**Love Oakland? Put Your Money Where Your Heart Is**  
*City partners with Visit Oakland to encourage Shopping Locally  
this Holiday Season*

*Oakland, CA – The Spend. Stay. Love. Oakland* holiday season campaign encourages Oakland residents and visitors to put their money where their hearts are by shopping locally, both online and in-person. This theme aims to capture the immense pride and affinity residents have for Oakland. To inspire shoppers, small business directories, online shopping options and fun events are posted at [VisitOakland.com/SpendStayLove](https://www.visitoakland.com/spendstaylove).

“Now more than ever, Oaklanders need to support our hometown businesses by shopping locally for the holidays,” said Oakland Mayor Libby Schaaf. “Even if you prefer to shop online, options for delivery and pickup are available through many local merchants. Oakland’s boundless creative spirit means you can find one-of-a-kind gifts while bolstering our local economy.”

Shoppers are encouraged to safely explore Oakland’s shopping districts and discover the unique gift items offered by local retailers. During the COVID-19 pandemic, more Oakland retailers are offering online shopping with delivery or curbside pickup options. Local event organizers have found creative ways to hold festive online events and marketplaces. This means Oaklanders have many options on where to spend their dollars locally, whether in-person or online.

At [VisitOakland.com/SpendStayLove](https://www.visitoakland.com/spendstaylove), links to online small business directories created by local chambers and merchant groups help Oaklanders find the boutiques, shops and makers offering one-of-a-kind holiday gifts.

“Oakland’s small businesses are a kaleidoscope of creativity,” said Visit Oakland CEO Mark Everton. “The stores, restaurants and people that make Oakland, Oakland, are working hard to navigate these times. So the message is to show some love to our Oakland businesses. Let’s make sure that every dollar we spend in Oakland, stays in Oakland.”

To encourage turn-over of parking spots to better ensure availability for shoppers, both on-street and within off-street garages and lots, the City will maintain standard parking rates 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.

(more)

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### **Why Shopping Locally is Important**

Many Oakland merchants have been severely impacted by state and county shelter-in-place orders. By choosing to shop at local businesses, whether online or in-person, you will enjoy a more distinctive experience and support the small, independent businesses that contribute to Oakland's unique character.

Shopping locally also helps provide 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.

### **Shop Safely**

- Stay home if you're sick or have symptoms of COVID-19
- Use online services when available and look for local merchants who have shipping, home delivery or curbside pickup options
- Wear a face covering when you leave your home
- Practice physical distancing – stay at least 6 feet away from others
- Use hand sanitizers as you enter and leave stores
- Only touch products you plan to purchase, if possible
- If possible, use touchless payment options now in place at many retailers
- Wash your hands often with soap and water for at least 20 seconds

### **Online Shopping Safety Tips**

- Use a secure payment method
- Don't make purchases on public Wi-Fi networks
- When setting up accounts, create a complex password
- Ensure your computer or mobile phone have the latest security updates for the Internet browser app you use
- Review your bank and credit card statements regularly for any fraudulent activity

### **Help Bring Joy to Oakland's Children**

During this season of giving, remember that some families have been disproportionately impacted by illness and layoffs. Help bring joy to a child by supporting the City of Oakland Community Toy Drive with a tax-deductible donation. To keep volunteers and families safe during the pandemic, the Toy Drive has pivoted to distribution of gift cards instead of toys. For donation instructions and more information, visit [oaklandca.gov/toydrive](http://oaklandca.gov/toydrive), call (510) 777-TOYS or email [mayortoydrive@gmail.com](mailto:mayortoydrive@gmail.com).

### **Holiday Partnership**

The *Spend. Stay. Love. Oakland* holiday season promotion is a partnership between the City of Oakland and Visit Oakland.