



City of
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California

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Moms, Grads & Dads Promotion Encourages Shopping Local to Find Unique Gifts, Grow Oakland Economy

Oakland, CA – The **Moms, Grads and Dads** promotion has been launched to encourage Oaklanders to shop at Oakland stores for unique gifts for Mother’s Day, graduates and Father’s Day. The promotion brings together a **new online small business directory of Oakland retailers** by Main Street Launch with Oakland Grown’s **concierge service** and motivates participation with a **shopping selfie contest** featuring a grand prize of airfare to Oakland, hotel, meals and more provided by the Oakland Metropolitan Chamber of Commerce and Visit Oakland.

“As an avid Oakland shopper, I’ve found there’s no limit to the variety of unique gift items you can discover in our town,” said Oakland Mayor Libby Schaaf. “I encourage all residents to join me in buying gifts for their Moms, Grads and Dads in Oakland.”

The **newly launched [Shop Oakland Now](#) online small business directory** helps Oaklanders find the boutiques, shops and makers offering one-of-a-kind gifts for Moms, Grads and Dads. Main Street Launch has gathered information on 3,600 merchants throughout Oakland and continues to grow that number. Whether you’re looking for a special blouse, a boutique or a spa treatment for Mom, the comprehensive tool can help you find the perfect gift.

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](#)** offered by Oakland Grown will help you find one-of-a-kind items at a local, independent business. Launched late last year for the holiday shopping season, the Concierge Service proved so successful that the nonprofit is continuing the service year-round.

Local businesses create a shopping experience unique to Oakland and capture the spirit and reflect the diversity of our community. As part of the promotion, Oakland residents are encouraged to put their money where their hearts are by shopping locally. The theme aims to capture the immense pride and affinity residents have for Oakland.

To help spread the word about the unique shopping experiences found in Oakland, the promotion includes a **shopping selfie contest**. While out shopping for Mom, a Grad or Dad, snap a photo at your favorite shop or restaurant and post it on

(more)

Facebook, Instagram or Twitter using the hashtag #OAKMomsGradsDads. All entries submitted before 5:00 p.m. on Saturday, June 30, 2018, will be entered into a drawing for a grand prize to fly Mom, Dad or other loved ones to Oakland. The package, assembled by the **[Oakland Metropolitan Chamber of Commerce](#)** and **[Visit Oakland](#)**, includes two roundtrip tickets to Oakland on Southwest Airlines, a two-night stay at the Inn at Temescal, dinner for four at Clove & Hoof, brunch for

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four at Lakeshore Café, admission for four to the Oakland Zoo, four tickets for a Street Salad Temescal Postcard Tour and tastings for four at Dashe Cellars and Original Pattern Brewing. See the contest rules at

<https://shopoaklandnow.org/terms-of-service/oakmomsgradsdads-contest-rules/>.

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 purchase supports jobs for your neighbors and sales tax revenue for the City of Oakland.

The Moms, Grads and Dads promotion is a partnership between the City of Oakland, Main Street Launch, Oakland Grown, Oakland Metropolitan Chamber of Commerce and Visit Oakland.

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