



FOR IMMEDIATE RELEASE

Soledad Chamber Launches innovative Shop Local Program

SOLEDAD, CA – 10/13/25– The Soledad Chamber of Commerce is thrilled to announce the launch of its shop local program in the form of a **Soledad Chamber eGift Card**! Unlike traditional gift cards tied to a single store, the **Soledad Chamber eGift Card** *can be redeemed at any participating local business*—from beloved restaurants and unique retail shops to local services. The new **Soledad Chamber eGift Card** offers a convenient way to support Soledad's local economy, ensuring that every dollar stays within the community to help local businesses thrive.

This eGift card program shows the commitment and focus of the new Soledad Chamber of Commerce to serve as a key driver for a healthy and sustainable local economy. The Soledad Chamber has partnered with *Yiftee* to offer this e-gift card which will allow the community to tap into the power of local spending, support small businesses, encourage togetherness and enhance economic vitality. To become a participating merchant or to purchase an eGift Card visit www.soledadchamber.com.

“We appreciate this partnership with Yiftee. Through the Soledad Chamber eGift Card, we are helping our local businesses increase sales and the community to thrive by promoting local spending”, said Maria Corralejo, Executive Director at the Soledad Chamber of Commerce. “The Soledad Chamber eGift card will not only boost local sales but also become a point of pride in Soledad, something all will be excited to gift and use.”

Studies show that locally owned businesses recirculate a higher percentage of their revenue back into the local community. By targeting gift card spending exclusively within Soledad, this program is expected to create a powerful multiplier effect, with every dollar spent generating more local economic activity.

“This is such a creative and forward-thinking way to strengthen our local economy,” said Supervisor Chris Lopez. “By using modern technology to keep dollars circulating right here in Soledad, the Chamber is helping small businesses thrive while offering residents a thoughtful and meaningful gift option. It’s innovation with heart, and a win for our entire community.”

The Soledad Chamber of Commerce invites all residents, business owners, and organizations to join in celebrating this new initiative. By choosing the **Soledad Chamber eGift Card**, you're not just making a purchase—you're making a difference!