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| Town of Fairfield  **Office of the First Selectwoman**  **Brenda L. Kupchick** |

**PRESS AVAILABILITY OCTOBER 27, 12:00 PM**

**Fairfield Museum & History Center**

**1st Floor Room**

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**CHAMBER OF COMMERCE AND TOWN OF FAIRFIELD ANNOUNCE A NEW BUY LOCAL INITIATIVE**

**“Fairfield Community e-Gift Card”**

The Fairfield Chamber of Commerce in partnership with the Town of Fairfield, are proud to announce an exciting new initiative to help support our local business community even more, with the *Fairfield Community e-Gift Card* program.

**Keeping Dollars Local**: Exclusive to Fairfield businesses only, thisis the first digital gift card program to be redeemable at Fairfield’s participating restaurants, retailers and service providers, all in Town! **No more forgotten gift cards sitting at home.** The card appears on the recipient’s smart phone, and they are occasionally reminded to redeem the gift card at participating businesses through alerts. The back-end, Operation Systems is through Yiftee, where analytics will track and show redemption dollars coming into Fairfield every month.

**How it Works – It starts with the Chamber Website:** This initiative is very important not only for each individual business, but for all the collective Fairfield businesses united, helping everyone with sales prior to the Holiday Season and beyond! All business enrollments and Gift Card purchases can be processed through the Fairfield Chamber of Commerce website: FairfieldCTChamber.com.

“During these difficult times, and now more than ever, the objective is to keep spending local, and ramp-up our continued support of the Fairfield business community!” says, Beverly Balaz, President of the Chamber. And not only during the upcoming 2020 holiday season, but beyond!”

“Fairfield businesses are the foundation of our local economy and community”, said First Selectwoman Brenda Kupchick. It has been a difficult road since the pandemic hit and we all appreciate how residents supported our local businesses during this challenging times. The holidays are coming, and with them gift giving—this program will allow residents an opportunity to support local restaurants, coffee shops and retail stores.”

“Encouraging our community to shop local has always been an ongoing theme, but even more so, especially in the wake of COVID-19. While local businesses work hard to reopen safely, many of us are wondering what we can do to help. The *Fairfield Community e-Gift Card* makes it easy for ALL of us to play a role in boosting our local economy and strengthening our business community.” States Mark Barnhart, Director of Community and Economic Development.

“Bankwell is proud to partner with the Fairfield Chamber of Commerce and Town as the Lead Corporate Sponsor of the *Fairfield Community e-Gift Card* program. Despite all of the unique challenges of this year, it is incredibly important that we continue to stand together to support our neighbors and local businesses. This program will support those who need it most and help keep LOCAL dollars LOCAL”, said Robert Palermo, Senior Vice President, Commercial Lending.

**Business Enrollment – Easy to Participate:** Currently, there are 50 Fairfield businesses registered**,** with more being added everyday**.** “Exclusive to Fairfield businesses only, participation is perfect for restaurants, sports & fitness gyms, retailers, hair salons & spas, florists & garden centers, car washes, hotels, service providers plus more! No special equipment or software is required, so if a business accepts Mastercard payments, then it can accept the Fairfield Community Gift Card.  Merchants receive 100% of the sale. There is a nominal enrollment fee for a 12-month long listing, and the Early Bird Special Discount has been extended through October 30th.

**Gift Card Purchase:** To show their support, the public is encouraged to participate by purchasing a Gift Card for themselves, or to send as a gift during the holidays, or for birthdays, anniversaries, graduations, etc. Completely contactless (a real plus during Covid), an online purchase can be made from the comfort of one’s home. There is a variety of denomination selections up to $250.00. The purchase of the Gift Card is face value, plus a processing fee.

**Gift Card Recipient**: The recipient will receive an email or text letting them know that the purchaser has sent them a Fairfield Community Gift Card. A personal message from the purchaser is seen by the recipient. The recipient is directed to a list of participating merchants, retailers and restaurants that accept the Fairfield Community Gift Card. The purchaser receives notifications when the e-Card is delivered, opened and redeemed.

In closing, Beverly continues: “We would like to also recognize our other generous sponsor, Pet Pantry Warehouse for their continued community support, and also acknowledge “first-in” businesses who enrolled:

**Beverly will add List here:**

I also want to thank the Governor for his leadership in closing restaurants and businesses for dine-in meals. While I know this is going to impact our small businesses, we hope residents will take advantage of delivery or curbside pick-up. Our Health Department is working closely to ensure they have safe protocols in place to protect our residents.”

Check the website for updates and additional information soon: [www.fairfieldct.org](http://www.fairfieldct.org). For more information, please contact the Chamber office: 203-255-1011. Or visit the Chamber website: [www.FairfieldCTChamber.com](http://www.FairfieldCTChamber.com).

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