



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **SPEND IT! IN ESCONDIDO MARKETING TOOL KIT NOW AVAILABLE TO ESCONDIDO BUSINESSES**

#### **City/Chamber partnership continues, encouraging residents to shop locally**

Building on the initial launch of the Spend It! In Escondido community awareness campaign last holiday season, the City of Escondido, in partnership with the Escondido Chamber of Commerce, is distributing free marketing tool kits to Escondido businesses which assist them in spreading the Spend It! In Escondido message to their customers.

The tool kit features a window decal with the Spend It! In Escondido logo and tag line "Buying here benefits you!" which businesses can display in their doors or windows. The tool kit also provides tips on how businesses can leverage the campaign to increase foot traffic and sales such as having a link to their Web site added to [www.SpendItInEscondido.org](http://www.SpendItInEscondido.org), downloading full-color logos and marketing collateral to display or distribute and advertising in local partner publications such as the *Chamber Advocate*, the *North County Times*, *Downtown Escondido Magazine*, the *North County Voice* and the *Escondido Town Planner*.

The Spend It! In Escondido tag line "Buying here benefits you!" communicates the message that every dollar spent in Escondido benefits important city-provided services like police and fire protection, senior programs, libraries, streets and facilities maintenance, street lights and park maintenance. Sales tax generated from taxable Escondido transactions (1% of gross taxable sales) stays in Escondido.

Jo Ann Case, Economic Development Manager for the City of Escondido, states "Spend It! In Escondido will be powerful if every Escondido business participates in some way and if everyone who lives and works in Escondido shows their community support and makes a concerted effort to shop locally."

To receive a Spend It! In Escondido Marketing Took Kit or for more information, contact Michelle Bromstead, City of Escondido Economic Development Division, (760) 839-4000 or [mbromstead@escondido.org](mailto:mbromstead@escondido.org).

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