

**FOR IMMEDIATE RELEASE:**



**ENCINITAS CHAMBER OF COMMERCE AND VISIT ENCINITAS LAUNCH HOLIDAY CAMPAIGNS TO SUPPORT LOCAL BUSINESSES**

***Commemorative 60<sup>th</sup> Anniversary "Encinitas" Posters Available with Purchase on Small Business Saturday; Surf the Snowman is Back with His Rad Cousin Shredder for a Festive Contest: Grand Prize is Overnight Stay at Alila Marea Beach Resort and Dinner at VAGA***

**November 22, 2024 -- Encinitas, Calif.** – This holiday season, the Encinitas Chamber of Commerce and Visit Encinitas are teaming up to encourage the community to shop, eat, stay, and entertain locally through a new two-pronged campaign aimed at supporting small businesses in the area. The initiative will promote local businesses while also highlighting some of the area's hottest stores and experiences, making it easy for both newcomers and locals to discover all that Encinitas has to offer.

**Shop Local & Small Business Saturday Kickoff**

To kick off the holiday season and promote Small Business Saturday on November 30, the Encinitas Chamber of Commerce will be distributing limited edition commemorative 60<sup>th</sup> Anniversary "Encinitas" posters. These unique posters will be given to customers who make a purchase at participating member businesses. By joining the Shop Local initiative, these businesses will gain exposure via the Chamber's newsletter and social media channels, including Facebook (@Encinitas Chamber of Commerce) and Instagram (@encinitaschamber). Businesses are invited to participate by completing a simple sign-up form by **November 26**. Contact [community@encinitaschamber.com](mailto:community@encinitaschamber.com) to sign up.

**Surfy and Shredder's Holiday Adventures Contest**

For the second part of the campaign, Surf the Snowman, the popular mascot of past Shop Local campaigns, will be joined this year by his visiting cousin Shredder the skateboarding snowman -- the coolest snowman on the block -- on their *Holiday Adventures*. Surf the Snowman and Shredder will spread holiday magic and jingle all the way by exploring shops, cafes, and attractions in Encinitas, all while encouraging the community to shop locally and support small businesses.

Running from **December 1 through December 24**, the Surf the Snowman and Shredder's Holiday Adventures campaign will feature bi-weekly social media posts highlighting local businesses and attractions. Follow the fun @EncinitasChamber and @VisitEncinitasca on social media where you can find posts with clues

about their adventures! Each post will offer followers a chance to win a \$25 gift card to participating businesses by finding Shredder at various locations and scanning the QR code on his skateboard. Participants will also automatically be entered into a **Grand Prize Drawing** for a luxurious overnight stay at the Alila Marea Beach Resort and a dinner for two at its acclaimed VAGA restaurant.

“The Encinitas Chamber of Commerce has proudly been supporting our local businesses for over 60 years,” said Sherry Yardley, CEO of the Encinitas Chamber of Commerce. “We are excited to kick off this festive campaign with Visit Encinitas to encourage both residents and visitors to shop, eat, stay and explore locally.”

For more information and to participate, please contact the Encinitas Chamber of Commerce at [community@encinitaschamber.com](mailto:community@encinitaschamber.com), visit the Visit Encinitas website at [www.visitencinitasca.com](http://www.visitencinitasca.com) and be sure and follow the fun @EncinitasChamber and @VisitEncinitasca on social media.

**About the Encinitas Chamber of Commerce – Strengthening Encinitas One Business at a Time.**

The Encinitas Chamber of Commerce is a dynamic and influential nonprofit organization dedicated to supporting and advancing the interests of businesses in Encinitas and North County San Diego. With a rich history dating back to 1964, the non-profit has consistently played a pivotal role in fostering economic growth, nurturing entrepreneurship, and enhancing the overall quality of life in the community through efforts such as networking, advocacy and community engagement. For more information about the Encinitas Chamber of Commerce, membership benefits or upcoming events, please visit [encinitaschamber.com](http://encinitaschamber.com).

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