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NEWS RELEASE

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Temple City Launches Campaign to Support Local Businesses

Shoppers encouraged to help lead economic recovery.

TEMPLE CITY, CA (Sept. 1, 2020) — The COVID-19 pandemic has wreaked havoc on the local economy, but the City of Temple City is looking to shoppers with social media savvy to help lead the recovery.

As virus cases wane and stay-at-home restrictions ease, the City is encouraging members of the public to purchase goods and services from Temple City businesses with a recently launched social media campaign—#SupportTCBiz—and complementary contest that will run Sept. 2-23.

All patrons visiting Temple City businesses are welcome to participate in both the campaign and contest. Entering the contest is simple: Social media users need only post a photo of themselves shopping at a local business on one or more of their personal channels (Instagram, Twitter or Facebook).

"The past few months have been especially tough on our business community," said Mayor Tom Chavez. "Many establishments have been forced to shut their doors temporarily—or permanently—while others have had to reduce hours and services to survive. The #SupportTCBiz campaign is a fun way for shoppers to engage with and show support for our local businesses."

For entry in the contest, each post must be public (not private), feature the hashtag #SupportTCBiz and include a location tag for the Temple City business shown in the photo. Participants also must follow the City of Temple City (@ConnectWithTC) on the social media platform on which they've posted the photo (Instagram, Twitter or Facebook). Each qualifying post will automatically be entered into a drawing for one of 40 Visa gift cards ($25 each).

Multiple social media posts/entries are allowed as long as the photos and businesses are different. And participants are asked to keep track of their #SupportTCBiz receipts: Winners will be randomly selected on Sept. 24 and asked to show proof of purchase from the Temple City business identified in the winning post.

One gift card per winner will be issued, regardless of the number of entries.

For more information, visit templecity.us/supportbiz or call Tinny Chan at (626) 285-2171, ext. 4122.

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