



Press Release

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FOR IMMEDIATE RELEASE

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Elk Grove Economic Stimulus Program Kicks Off Saturday

Buy a new car from the Elk Grove Automall, get a \$500 bonus from the City

Elk Grove, CA – Starting August 1, customers buying a new car at the Elk Grove Automall will receive \$500 in gift cards to spend locally, thanks to an economic stimulus plan approved by the Elk Grove City Council.

The City of Elk Grove—in conjunction with the “Think, Shop, Live Elk Grove Campaign” – has developed a new incentive to jump start local spending, fuel the Elk Grove economy and support the community.

For the first new 500 vehicles purchased at the Elk Grove Automall, a buyer will receive \$500 in various gift cards to spend in Elk Grove, including three \$100 gift cards for gas, food and general merchandise. The buyer will also receive \$200 in “Think, Shop, Live” gift cards in increments of \$25 each, that can be spent like cash at participating venues in Elk Grove. The gift cards can also be donated to Elk Grove non-profits.

“This is a win-win program that benefits the entire Elk Grove community, from auto dealers and local merchants to community non-profits,” said Mayor Pat Hume. “This program will reinvest thousands of dollars back in the Elk Grove economy.”

Car buyers do not have to be Elk Grove residents to participate in the program. Offer begins August 1, 2009. Recipients are encouraged to use the gift cards by November 15, 2009. The “Think, Shop, Live Elk Grove” gift cards may be presented at Elk Grove City Hall for full cash value redemption.

For a listing of participating venues, visit www.shopelkgroveca.com or Elk Grove City Hall (8401 Laguna Palms Way, Elk Grove 95758).

For more information about the gift card program contact Joe Simone at 916.478.3606 or jsimone@elkgrovecity.org.

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