



FOR IMMEDIATE RELEASE
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Mayor Todd Gloria Encourages San Diegans to Shop Local for the Holidays

MAYOR GLORIA URGES SAN DIEGANS TO REMEMBER SMALL BUSINESSES IN THEIR SPENDING EFFORTS FOR THE HOLIDAYS

SAN DIEGO – In his efforts to help save the hard-working San Diegans who own or are employed by small businesses, San Diego Mayor Todd Gloria is urging San Diegans to shop locally this holiday season. Today, his office is launching the #ShopLocalSD campaign, to remind San Diegans that they can help their neighbors while getting gifts for their loved ones.

“Let’s spread some holiday cheer this year by supporting our fellow San Diegans and shopping at local businesses,” Mayor Gloria said. “Local businesses have had to get creative this year to survive but all of us can help them by thinking local first when getting gifts for your loved ones.”

Mayor Gloria has launched the campaign on social media in partnership with business organizations throughout the City. He is urging followers to use [Twitter](#), [Facebook](#), and [Instagram](#) to share where they’re shopping locally while using the #ShopLocalSD hashtag. The goal is to showcase businesses that are following COVID-19 guidelines as well as providing options for curbside pickup or online shopping. This campaign will continue after the holidays to encourage San Diegans to help small businesses survive.