



Media Advisory

FOR IMMEDIATE RELEASE

Press Contact:

Joan Priest

760.744.1270

joan@sanmarcoschamber.com

<http://www.sanmarcoschamber.com>

Residents Get a Lesson on the Value of Being “In”

San Marcos Chamber of Commerce sparks local spending with a new campaign.

San Marcos, CA (10-22-09) – In these challenging economic times, the San Marcos Chamber of Commerce strives to keep spending local, supporting the local economy and businesses.

Recently launched by The San Marcos Chamber of Commerce, the “In San Marcos” campaign is in its second phase-resident education. The Chamber sent a postcard to every resident in San Marcos detailing the benefits of shopping local. To spark spending, coupons were included to some of San Marcos’ restaurants.

“This program is very simple: to educate residents about the importance of spending locally, improving the health of our local economy, helping our businesses keep their doors open and putting much needed money back in our community. The San Marcos Chamber of Commerce is proud to sponsor this campaign,” says Joan Priest, President and CEO.

Twenty-two percent of city services are funded by sales tax revenue. Services include parks and recreation, street and highway maintenance, public safety, and community development.

In San Marcos. Shop. Dine. Live. For more information on this program please call the Chamber office 760.744.1270 or www.sanmarcoschamber.com.

The San Marcos Chamber of Commerce is the business and community advocate for San Marcos.

###