



## PRESS RELEASE – FOR IMMEDIATE RELEASE

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IMAGES AVAILABLE

May 11, 2020

### **SHOP UPLAND app offers low cost advertising to all Upland Businesses and Free Membership for local residents to access great deals!**

We are excited to launch a new guide to the area's best! It is a powerful mobile marketing platform that delivers a dynamic connection to the excellent shop, dine, and play activities found in The City of Upland! This state-of-the-art mobile platform will help promote local businesses and benefit consumers and visitors to our area. The City of Upland now has a mobile guide for restaurants, shopping, museums, lodging, events, points of interest and more. A key feature of the shop local platform is the ability for businesses to creatively drive consumer interest using games, special announcements, shop local awards and offers. In today's world most people have a mobile device in their hands and this device is being constantly updated. Bringing local businesses and consumers together on that device is a big win for Upland Businesses.

**MOBILE DIRECTORY** - Offers a dynamic Mobile Directory to consumers to highlight businesses in our community. Feature sponsors, local events, points of interest and more. Offer games and rewards to members.

**Dynamic Member Benefits** - Local discounts is the number one request for employee and member perks programs. Provide member benefits and support the local community at the same time. Post announcements.

**Passport to Good Times** - Create an exciting experience for locals and visitors such as wine tasting, beer tastings, family activities, restaurants and more built right onto their phones. Track activity in real-time.

**Only \$12/year membership for Upland Businesses** includes one free campaign per quarter. Easy!

To learn more, please visit: <http://www.uplandchamber.org/shop-upland.html> or text UPLAND to 63975 to download the app and get started!

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Press Release 2020-08

