

Gift Card Grab Week

Show Love to Your Local, Small Businesses!
Sunday May 3rd through May 9th

The Lehigh Valley is chock full of local, small businesses with heart, grit, and love for their community. Many of these are taking a hit with COVID-19 mandates.

The Affiliated Chambers team of the Greater Lehigh Valley Chamber wants to help stimulate cash flow and exposure for our local, small businesses during this global pandemic that's elicited state-wide closures for our beloved stores. Therefore, we are celebrating Gift Card Grab Week from Sunday May 3rd through Saturday May 9th. This event focuses on your GIFT CARD deals. With the information you share with us, we will publicize those deals to community members all over the Lehigh Valley and beyond!

How Do You Get Involved?

1. Come up with a gift card deal

Here are some examples:

Pay \$25, get a \$30 gift card - \$5 free!

Pay \$50, get a \$60 gift card - \$10 free!

Pay \$100, get a \$125 gift card - \$25 free!

2. Identify how people will purchase these gift cards: online through your website, call into the store,

3. Register on the Affiliated Chamber's page at lehighvalleychamber.org/gift-card-grab-week

NOTES

You do not have to be a Chamber member to participate.

There is no fee to participate.

This initiative is for small businesses – including eateries, breweries, wineries, retail – any business that sells gift cards.

Please help us promote this event and push gift card sales before and during the event on social media.

Let us know you are “in” **by Friday, May 1st**.

We plan to write a press release, boost on our social media pages and contact our local media friends to encourage anyone and everyone to #supportlocal !

Contact your liaisons if you have any questions!

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