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Hayward revving up bonus e-gift card promotion to support local business during California Restaurant Month

HAYWARD, Calif., Dec. 29, 2021—Every January is California Restaurant Month, when destinations and restaurants across the state showcase local cuisine. This year, in support of California Restaurant Month, the City of Hayward is proud to announce even bigger bonus dollars for purchases made in the Together for Hayward e-Gift Card Program.

Beginning Jan. 1, while supplies last, purchase a Together for Hayward e-gift card between \$20 and \$100 to use at any of the participating restaurants in the city, and the City will give you a 50 percent bonus card to use or share with a friend.

Bonus cards are limited to three per customer and are available while supplies last. Bonus cards must be used within 90 days of purchase. Recipients can spend them at one of the at least 39 participating restaurants—or mix it up and spend them at one or more of the more than 35 participating retail locations as well.

The all-digital Together for Hayward e-gift card is great for birthdays, holidays, and teacher and employee appreciation gifts. Be sure to discover some of the great restaurants and unique cuisine from around the world that can be found in Hayward. E-gift cards can be purchased at <https://app.yiftee.com/gift-card/hayward--ca>.

The Together for Hayward promotions are part of the City's economic recovery plan to help local brick-and-mortar retailers and restaurants recover from the COVID-19 pandemic. Participating in this program means supporting the heart of what makes our community distinctive. Purchases of the e-Gift cards creates a pool of cash that local businesses in Hayward can rely on. Studies have shown that local independent retailers recirculate 47 percent of their

revenue back into the community, while only 14 percent of national chains' revenue stays local. More dramatically, local independent restaurants recirculate 73 percent of their revenue versus only 30 percent by the national chains.

For more information or to find out more about how to participate as a merchant in the Together for Hayward e-Gift Card Program, contact the City of Hayward Economic Development Division at economicdev@hayward-ca.gov.