

FOR IMMEDIATE RELEASE

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**CALLING ALL GLENDALE BUSINESSES: NOW IS THE  
TIME TO SIGN UP FOR SHOP GLENDALE 2009**

**GLENDALE, Ariz.** -- Are you looking for an easy and inexpensive way to boost your business during this economic climate? The Shop Glendale campaign is returning and this time it will be bigger and better.

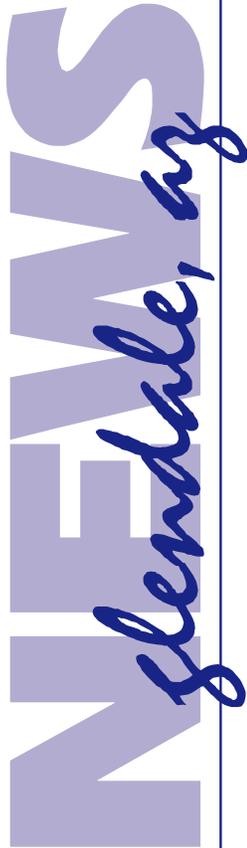
Businesses that sign up will be part of a program that inspires residents and visitors to choose Glendale as the location to spend their shopping, dining and activity dollars in an effort to bolster the economy.

The program also promotes spending in Glendale so that tax dollars used will support city services and help grow city amenities and programs.

This year, the campaign will run the entire year, rather than just three months, and discounts will be valid every day, rather than one day per week.

Additional benefits for businesses will include participation in monthly “Glendeals” and monthly themes; a listing on the Shop Glendale Web site; Shop Glendale collateral (posters, buttons, brochures); and inclusion in comprehensive Shop Glendale advertising.

There is no fee to join the program, but participating businesses must donate a gift certificate or applicable merchandise valued at \$25; the gift certificates must be valid through December 2010. On a monthly basis shoppers will be eligible to win the donated prizes when they pick up their card. A new feature this year via the Internet will allow customers to download a Shop Glendale card.



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Glendale, AZ 85301  
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[www.glendaleaz.com](http://www.glendaleaz.com)

Last year, approximately 57 percent of the participants were first time visitors to downtown Glendale. The Glendale Visitor Center assisted 2,574 walk in visitors during the Shop Glendale campaign. The Shop Glendale link received 67,832 visits on [www.visitglendaleaz.com](http://www.visitglendaleaz.com),

Shop Glendale 2009 is an ideal opportunity for owners to showcase their business and drive consumers and traffic to their door. Businesses interested in joining this highly successful promotion can sign up for free and learn about the details at [www.visitglendale.com/shop](http://www.visitglendale.com/shop), or contact Lorraine Pino at 623-930-4500.

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