



**FOR IMMEDIATE RELEASE**

**May 18, 2021**

***Downtown Evanston and Community Partners Launch  
New Evanston-Wide Mobile Gift Card Program***

Evanston, IL – Downtown Evanston is proud to announce the new **Evanston Gift Card**, a community-based, digital gift card that makes it fun and easy to **keep local spending local**. In addition to launching the new gift card program, we are offering a Buy-One-Get-One (BOGO) deal sponsored by the **Evanston Community Bank & Trust, a Wintrust Bank**. The first 100 people to purchase a gift card of \$25 or more will receive a \$10 bonus gift card for themselves.

When you [purchase an Evanston Gift Card](#), the recipient can use it at any of the participating businesses in Evanston. With this card, you can write a personal message and send it to family, friends and colleagues via email, text, or physical copy. Recipients can choose to spend it at one of sixty (and growing) participating merchants in Evanston—or mix it up and spend flexibly at multiple locations. All-digital and always available on your phone, the Evanston Gift Card is great for birthdays, holidays, teacher and coach appreciation or just to show your appreciation to a friend. Now you can give back to the community while you celebrate upcoming graduations, Father's Day, birthdays and more.

Downtown Evanston and our community partners – **Main-Dempster Mile, Central Street Evanston, Evanston Chamber of Commerce and the City of Evanston** – are launching the program to help create a pool of cash that local businesses in Evanston can rely on. By supporting local businesses, more money continues circulating through the local community.

“We brought back the gift card program and this time it’s for the whole community. We hope this program will help Evanston residents to think local first. Local shopping has always been popular, but now it’s essential and this card will make it easier!” said Annie Coakley, Director of Downtown Evanston.

If you’re looking for a way to do some good or want to know how you can help the community you love, send an Evanston Gift Card today! For more information or to participate as a merchant in the program, please contact Downtown Evanston at [lbrown@downtownevanston.org](mailto:lbrown@downtownevanston.org).