



Public Information Office
Monica Gutierrez, Public Information Manager
Phone: 562.801.4322

City of Pico Rivera

6615 Passons Boulevard
Pico Rivera, California 90660-1016
www.ci.pico-rivera.ca.us

NEWS RELEASE

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SPRING INTO SHOP PICO RIVERA

The City of Pico Rivera and the Pico Rivera Chamber of Commerce have partnered to offer residents summer savings and encourage shopping local with the **“Spring into Shop Pico Rivera”** campaign. The campaign begins May 1, 2010 and ends June 30, 2010. A total of 12 businesses will offer a variety of discounts and coupons redeemable at their businesses.

“Spring into Shop Pico Rivera” is a marketing campaign developed to support local businesses in the City of Pico Rivera by encouraging residents to shop locally. The City and the Chamber are dedicated to strengthening our existing businesses and attracting new businesses.

Discount coupons can be redeemed by logging on to the Pico Rivera Chamber of Commerce website at www.picoriverachamber.org. The Chamber and the City will provide goodie bags filled with coupons and promotional items at City Hall, Pico Rivera Chamber of Commerce, Pico Rivera Senior Center and all park sites with community centers. Goodie bags will be available the second week of May as long as supplies last.

Businesses participating in the campaign will be highlighted in a series of cable TV commercials produced by the City. The commercials will air on the City’s cable channel and on the City’s website starting in May through the end of June.

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