

**For Immediate Release**

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**Shop San Jose initiative launches**

*Shop local program incorporates social media to encourage job growth, maintaining the environment and supporting public services*

SAN JOSE, Calif. - Tonight at the sixth annual Festiv'ALL business expo and mixer being held at the San Jose Convention Center, the "Shop San Jose" initiative will officially get underway. Using social media, this new program will link San Jose's 45,000 businesses, which offer a comprehensive array of goods and services, with San Jose residents to encourage local job growth, maintain the environment and support public services. Residents can find out more about the great deals available locally by visiting [www.shopsanjose.biz](http://www.shopsanjose.biz) online.

"This initiative is a way to connect our residents with the many great shops, restaurants and small businesses located here in San Jose," said Mayor Chuck Reed. "I hope all of our residents will take this opportunity to support local businesses that provide jobs in our community and bring tax revenue to our city."

Social media tools now make that connection easier than ever to achieve, explained Jeff Ruster of the City of San Jose Office of Economic Development. "Now, consumers can find new local companies," said Ruster. "With recommendations from their friends and people whose opinions they trust on sites like Yelp or LikeList, they can also get special San Jose-specific offers and experiences from LivingSocial, Dishcrawl or Trubates."

Councilmember Rose Herrera (District 8), who is speaking at tonight's Festiv'All, suggested that the reasons to shop local extend beyond convenience. "Buying goods and services in San Jose helps create local jobs as opposed to shopping online with an out-of-area retailer. San Jose residents can also maintain the environment by choosing to patronize a San Jose business rather than driving long distances."

She also pointed out that the sales taxes from local purchases support public services. "San Jose residents can help sustain their parks and libraries by spending money locally that they would have spent anyway. I was surprised that, as a community, we buy \$1.9 billion more in goods and services than expected outside San Jose. If all of us commit to shopping locally, some of that money will come back into the community and help pay for services like Police and Fire."

The City has developed two websites to make the local connection. San Jose residents can find out about the program at [www.shopsanjose.biz](http://www.shopsanjose.biz). For businesses, the City is using a new section, entitled "Shop San Jose", on the small business assistance website, [www.BusinessOwnerSpace.com](http://www.BusinessOwnerSpace.com).

Ruster encourages visitors at each website to register to receive more information. "We're entering into discussions with other social media companies to find additional ways for San Jose residents to connect with local businesses," he said.

For the official launch of Shop San Jose, attend Festiv'ALL, which will run from 6:00 - 8:00 p.m. tonight, October 12, 2011, at the San Jose Convention Center, 150 West San Carlos Street.

#### **ABOUT FESTIV'ALL**

Festiv'ALL 2011 is one of the premier local networking events of Silicon Valley. It is a celebration of our diversity and connectedness - the only event of the year that brings together a potent combination and significant number of multi-cultural, multi-ethnic, business-oriented organizations from all around the Bay Area. For more information, please visit <http://festivall.hccsv.org/>.

#### **ABOUT THE CITY OF SAN JOSE'S OFFICE OF ECONOMIC DEVELOPMENT**

The City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, catalyzes job and revenue growth, assists business success, connects employers with trained workers, and enhances cultural amenities. For more information, please visit [www.sjeconomy.com](http://www.sjeconomy.com).

#### **ABOUT THE CITY OF SAN JOSE**

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley - the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, [www.sanjoseca.gov](http://www.sanjoseca.gov).

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