



FOR IMMEDIATE RELEASE
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Get Paid to Shop Local this Holiday Season with Murrieta Money Match

Murrieta, CA—This holiday season the City of Murrieta is ensuring local businesses are feeling the support through Murrieta’s Money Match program.

The Murrieta Money Match program began in 2022, it is an online gift card portal that allows residents and visitors to purchase a gift card and the City of Murrieta matches that gift card for free. Currently, shoppers have the option to purchase a \$50 gift card. However, starting on Black Friday, November 24, 2023, the City will increase this to a \$100 gift card purchase. This will be limited to the first 1,000 cards purchased.

“When we support our local businesses, we are supporting the heart of our community,” said Scott Agajanian, Director of Economic Development at the City of Murrieta. “It’s great that we can provide a way to ensure our local businesses are thriving because ultimately this is revenue back into the community”.

Over 80 Murrieta businesses participate in this program. Since the program started, the City has matched about \$650,000 of the \$1 million. The shop local incentive program allocates \$1 million from the City’s American Rescue Plan Act funds to support residents and businesses.

To support Murrieta businesses this holiday season purchase a gift card (and receive a free bonus card) by visiting the City’s [Murrieta Money Match website](#). New businesses are always being added and the bonus card value is good for up to a year after purchase. Murrieta Money Match program is through [Yiftee, Inc.](#), which offers award-winning eGift card and promotion solutions for local businesses and communities.

For more information about this program, contact Business Development Program Manager James Wurtz at jwurtz@murrietaca.gov.

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MEDIA CONTACT:

Cristina Davies, Communication Specialist
1 Town Square, Murrieta, CA 92562
(951) 461-6007 | cdavies@murrietaca.gov



About Murrieta

Murrieta's more than 115,000 residents live in one of the safest cities in the U.S., with top-ranked schools, 52 parks, and a dynamic business environment. Central to all of Southern California, Murrieta is truly the gem of the valley. With a median age of 36 and an average household income of \$122,207, Murrieta boasts a well-educated population and a strong labor force. Ranked the fiscally healthiest full-service city in Riverside, San Bernardino, Orange, and Los Angeles counties, Murrieta's future is undoubtedly bright.

About Yiftee

Yiftee (Yiftee.com) is the award winning, no hassle eGift card and promotions solution for local businesses and communities. With no special technology or POS integration, no revenue-share and no special accounting, it's easy for merchants to offer eGift cards on their website and Facebook pages. Merchants gain additional sales, foot traffic, and an eGifting capability like big retailers. Consumers, corporations, and merchants use the Yiftee mobile and online website to send thoughtful, unexpected gifts via email, text or print. Recipients pick up their Yiftee gifts using their smartphone at their favorite local restaurants and shops, driving profitable business to those merchants. For more info see Yiftee.com or email info@yiftee.com.