

***** PRESS RELEASE *****

MAYOR NEWSOM ANNOUNCES *SHOP SF, GET MORE* SHOPPING INCENTIVE PROGRAM FOR ALL BAY AREA RESIDENTS

SAN FRANCISCO, CA – Today Mayor Gavin Newsom announced *Shop SF, Get More*, a city-wide incentive program to encourage local and Bay Area residents to visit, shop, and stay in San Francisco during December and January. The campaign offers special discounts and promotions exclusively for residents of the nine Bay Area counties.

“During these tough economic times, San Francisco is working to ensure that its small businesses remain strong and tourism thrives,” said Mayor Newsom. “Shop SF will showcase our world-class dining, museums, events, attractions, and hotels. It’s an opportunity to experience all the beauty and excitement of one of the greatest cities in the world.”

In order to encourage local and Bay Area residents to shop and buy in San Francisco this holiday season, *Shop SF, Get More* includes the following special discounts and promotions:

Show Your Zip Code: residents in the nine-county Bay Area are eligible to receive special discounts, by showing their ZIP code at participating merchants.

Parking and Public Transit Discounts: locals and visitors can ride Muni and explore San Francisco on one transfer all day, every Sunday with the *Sunday FunDay Pass*. Cars entering designated city-owned parking garages receive special validation under the *Ride with More, Park for Less* incentive program.

Hotels: San Francisco hotels are offering reduced rates, complimentary parking and breakfast, and a variety of discounted holiday packages. In January, select San Francisco hotels will be offering, “3 Nights for the Price of 2.”

Restaurants: Through the Show Your Zip Code program, residents are eligible for special promotions at select San Francisco restaurants. In January, “Dine About Town” will offer fixed-price three course lunches and dinners at over 100 restaurants.

Shop Local: Special promotions and shopping events are occurring in unique neighborhood commercial districts across the city, including late night shopping, street lighting events and weekend sidewalk sales.

Museums: free days and free child admissions at many of the city’s finest cultural institutions.

Events: enjoy hundreds of holiday events, including classics (Nutcracker, A Christmas Carol), the offbeat (Dance Along Nutcracker, Kung Pao Kosher Comedy) and the diverse (Parol Lantern Festival, Black Nativity).

Available discounts will be compiled on the Convention & Visitors Bureau website, www.onlyinSanFrancisco.com. Shop SF will also be linked on the SF Chamber of Commerce website, and other websites throughout the Bay Area.