



NEWS FROM:

**Cultural Arts & Marketing Division, Office of the City Administrator
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Oakland Steps Up Efforts to Lure Shoppers

First-ever Shop Oakland Passport Offers Discounts at more than 100 Oakland Businesses

OAKLAND, Calif. (December 10, 2007) – Oakland is stepping up efforts to lure shoppers this holiday season with the release of the first-ever **Shop Oakland Passport**. Packed with discounts and special offers from more than 100 Oakland businesses, the 88-page booklet can help consumers save money while shopping the world at Oakland’s diverse boutiques, gift stores and neighborhood shops. The free publication can be found at participating merchants as well as cafés and coffee houses throughout Oakland. For a list of locations to pick up the Passport, visit www.ShopOakland.com.

Merchants from sixteen of Oakland’s shopping districts signed up to participate in the Passport. Products and services range from flowers, jewelry and clothing to dinners, dry cleaning and dental care. The discounts and special offers stretch well into 2008 so shoppers can use the Passport beyond the holiday season.

While visiting the participating merchants, shoppers will also want to collect “passport” stamps from each of the represented districts. Once the stamp grid is filled in, shoppers need only complete the entry form to be entered in the **Shop Oakland Passport Prize Drawing**. The drawing, to be held on or about April 9, 2008, features three fabulous prizes. The Grand Prize, valued at \$2,500, is a 3 day/2 night “Passport Getaway” adventure in Oakland including

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accommodations, dining, daytime activities and entertainment. Second Prize is a \$1,000 Shop Oakland shopping spree and the third prize is “A Night on The Town” valued at \$500 value. Complete drawing details can be found in the Passport booklet or online at www.ShopOakland.com.

More than 100,000 copies of the Shop Oakland Passport were produced. The booklet was included in the mailing of the December issue of *Oakland* magazine and also distributed with colorful Shop Oakland bags to merchant groups throughout Oakland for use during the holiday season.

Shoppers will be able to enjoy up to eight hours of free parking on Saturdays between Thanksgiving and New Year’s Day at four City-owned parking garages. The participating garages are Franklin Street Garage, 1719 Franklin Street; Montclair Parking Garage, 6235 LaSalle Avenue; Frank G. Mar Garage, 12th & Harrison Streets; and Clay Street Garage, 14th & Clay Streets.

The Shop Oakland Passport was published by the City of Oakland and Oakland Merchants Leadership Forum in association with *Oakland* magazine. The publication features only the districts of the participating merchants who paid a fee to be included. To explore all of Oakland’s 40+ shopping districts, visit www.ShopOakland.com.

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