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“Shop East County” Program Launched to Support Local Businesses, Boost Area Jobs & Economy

San Diego – November 17, 2015 – Economists are predicting increased consumer spending this holiday season, and a new “Shop East County” program aims to keep that spending local to support area businesses, jobs and the economy.

On Thursday, November 19 the San Diego East County Chamber of Commerce, along with local business, political and civic leaders, will gather at Parkway Plaza for the launch of the inaugural “Shop East County” regional program.

“Holiday spending was flat nationwide last year,” said East County Chamber of Commerce General Manager Eric Lund. “Experts are predicting increased spending this year, so we thought it was important to launch this program to support our local businesses and educate consumers that they can meet virtually every holiday shopping need locally – specifically at local businesses east of I-15. It’s all right here.”

The National Retail Federation predicts average holiday spending per person is expected to reach \$805, on gifts, decorations and food. Nationwide, shoppers will spend an estimated \$630 billion over a two month period starting with Black Friday, the day after Thanksgiving.

The launch of the Shop East County program will take place at 10 a.m. on Thursday, November 19. The event will include a ribbon cutting at the new Shop East County kiosk at the east end of the Parkway Plaza. The kiosk will be staffed throughout the holiday shopping season and will feature information on local businesses and a variety of discounts and promotions from area retailers, restaurants and service providers.

About San Diego East County Chamber of Commerce

The San Diego East County Chamber of Commerce is the respected voice of and advocate for improving business opportunities, public policy and business relationships throughout San Diego County.

Members include local and regional businesses, San Diego County and the cities of San Diego, El Cajon, La Mesa, Lemon Grove, Poway and Santee, as well as working relationships with Chambers in Spring Valley, Lakeside, Julian, Borrego Springs, Ramona, Alpine, and Pine Valley. Get connected with the region today, visit www.eastcountychamber.org.