



# CITY OF DUBLIN

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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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### **CITY OF DUBLIN ANNOUNCES THE LAUNCH OF THE DUBLIN MARKETPLACE, A NEW LOYALTY REWARDS PLATFORM SUPPORTING LOCAL BUSINESSES**

**DUBLIN, Calif., March 20, 2023** – The City of Dublin is excited to announce the launch of the Dublin Marketplace, a loyalty rewards program designed to boost the local economy while rewarding users for shopping at participating merchants. The platform is powered by ReachPlaces and is now available for iPhone users in the Apple App Store.

The Dublin Marketplace offers users the opportunity to earn Dublin CityDollars for shopping at more than 40 local businesses, including specialty retailers, restaurants, fitness and recreational facilities, and service providers, and more are being added every month. With the app's ever-changing promotions and special offers, consumers can earn Dublin CityDollars and redeem them at any participating local business using the ReachPlaces Reward Mastercard within the app.

“The Dublin Marketplace benefits residents and businesses alike because the Dublin CityDollars that are earned stay right here in our community,” said Mayor Melissa Hernandez.

“One of the goals of the Dublin Marketplace is to create a sense of loyalty and connection between the customer and the business, which can lead to increased sales and customer retention,” said Economic Development Director Hazel Wetherford.

Enrollment is simple and free for users. To get started, users can download the ReachPlaces app from the Apple App Store and browse the app to see the promotions offered by local businesses.

The Dublin Marketplace is an initiative of the City of Dublin's Business Recovery Playbook, approved by the Dublin City Council and is funded by the City's American Rescue Plan Act monies.

For more information about the Dublin Marketplace, please visit [www.dublin.ca.gov/DublinMarketplace](http://www.dublin.ca.gov/DublinMarketplace) or contact Felicia Escover, Special Projects Manager, at [economic.development@dublin.ca.gov](mailto:economic.development@dublin.ca.gov).

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