



**Garden
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FOR IMMEDIATE RELEASE

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Shop Local And Win With The 4th Annual Shop Local Program

Berthoud, CO - (November 17, 2025) Berthoud is celebrating its local businesses this holiday season and inviting residents to join the festivities through our annual "Shop Local" program. This program rewards shoppers for supporting the heart of our community: Berthoud's shops, restaurants, and services. While we encourage everyone to spend their money where they live all year, shopping at a local business from November 29 to December 21, 2025, can also give you a chance to win one of over 50 \$75 gift cards or a gift basket worth approximately \$500.

Here's how it works: write your name and phone number legibly on the back of every receipt totaling more than \$10 from any of Berthoud's storefront shops, services, or restaurants, between Shop Small Saturday, November 29, and the end of the program on December 21. Drop off the receipts at one of three locations: the outdoor utility drop box at Town Hall, the drop box located at the front desk of Town Hall, or the Berthoud Recreation Center. Each entered receipt qualifies you for our weekly gift card drawings. "We truly value our business community, and we're excited to continue the Shop Local Program each year," says Town Administrator Chris Kirk. "This initiative allows us to support our local businesses through gift card purchases, and we hope it encourages others to explore and maybe find new favorite shops".

Drawings will occur on December 8, 15, and 22, with winners notified by 5:00 p.m. each Monday. For the grand finale, the Town is offering a grand prize gift basket valued at approximately \$500, to be drawn from all eligible entries on December 22. Winners can pick up their prizes at Berthoud's Town Hall Monday through Thursday, from 7:00 a.m. to 5:15 p.m., through January 5, 2026. Visit Berthoud.org/ShopLocal for complete rules.

Thank you for choosing to shop locally this season and for supporting the businesses that make Berthoud an extraordinary place to live and work.