



**FOR IMMEDIATE RELEASE**

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## **Lake Street Loyalty Challenge rewards local holiday shopping**

*Spend \$15 on Lake Street between now and Dec. 15 to instantly receive a \$15 gift card*

**MINNEAPOLIS (Nov. 15, 2023)** – The Lake Street Council today announced the return of its annual [Lake Street Loyalty Challenge](#). Originally launched in 2021, the program rewards people for supporting small businesses on Lake Street. Shoppers who spend at least \$15 at a Lake Street-area business will receive a \$15 gift card to another local business along the corridor. Participants are also entered to win a grand prize valued at more than \$500.

“This holiday season, we are challenging people to shop local right here on Lake Street,” said Allison Sharkey, executive director of the Lake Street Council. “Lake Street has hundreds of businesses to explore, including gift shops, bookstores, clothing boutiques and restaurants. This annual program is a fun way to encourage more Minnesotans to shop small and discover a new favorite business.”

To participate, people who spend \$15 or more at any Lake Street business between now and Dec. 15 can upload their receipt at [visitlakestreet.com/lake-street-loyalty](https://visitlakestreet.com/lake-street-loyalty) and automatically receive a \$15 gift card to another select Lake Street business at random. They will also be entered to win a grand prize pack of gift certificates to local businesses, valued at more than \$500. Each entry to the Lake Street Loyalty Challenge is limited to one per person.

“We are proud to call the Lake Street area home,” said Garth Blomberg, co-owner of Arbeiter Brewing, one of the businesses where people can receive free \$15 gift cards. “This challenge is a great opportunity to support Minnesota businesses and get rewarded – possibly with free beer at our taproom!”

[Learn more about the Lake Street Loyalty Challenge here.](#)

[Photos of Lake Street businesses are also available for download here.](#)

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*[Lake Street Council](#) is a 501(c)3 nonprofit organization which engages, serves and advocates for the Lake Street community in Minneapolis to ensure the vitality and prosperity of the commercial corridor. Its*

*work includes research and strategic planning, business recruitment, safety and security; branding, marketing and public relations; community events, online and door-to-door communications; commercial energy retrofits and energy savings; small business advocacy; and management of Lake Street capital and natural resources. Its [programs](#) are intended to uplift the existing business community while raising awareness among potential shoppers and new business investors.*