



FOR IMMEDIATE RELEASE

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San Joaquin County Announces Additional Funding for the RAD Card Program
Continued Program Supports Small Businesses Impacted by COVID-19

Stockton, CA – San Joaquin County is pleased to announce the continuation of the Relief Across Downtown (RAD) Card Program. The Program puts more spending dollars in consumer wallets for purchases at eligible San Joaquin County restaurants, personal care services, and specialty retailers. These are generally small, local businesses where typical transactions would be under \$100. After a successful first round, the San Joaquin County Board of Supervisors authorized the allocation of an additional \$1,000,000 to fund continuation of the Program.

The Program utilizes a free mobile phone application available for download from the App Store and Google Play. The application functions as a digital gift card instantly matching consumers' contributions dollar-for-dollar, up to a \$200 maximum, until Program funding is exhausted. Participating restaurants, retailers, and personal care services scan a unique QR code when a transaction occurs.

The Program has proven to be a successful way to stimulate the local economy by doubling consumer spending and bringing much needed relief to small businesses in San Joaquin County.

In response to feedback received during the first round, the following modifications to improve participation were added:

- Increased consumer contribution match, up to \$200 per consumer
- Flexibility to use matched funds within any community with the addition of a San Joaquin County option, allowing utilization throughout all San Joaquin communities
- Promotional materials in Spanish and support for additional languages in the application
- Map feature enhancing identification of businesses in San Joaquin County

To learn more, visit www.theradcard.com or simply download the free RAD Card app, which is available at the App Store or Google Play.

“The RAD program continues to provide assistance to our local businesses by allowing residents of San Joaquin County to support their preferred merchants and aid them in recovering from the COVID-19 pandemic,” stated Supervisor Tom Patti, Chairman of the San Joaquin County Board of Supervisors.

Businesses that wish to participate can also download the free RAD Card app and contact their local Community Champion to learn more about eligibility and instructions to sign up.

Community Champion

Escalon	–	Ed Wanket	ewanket@sjcworknet.org
Lathrop	–	Shelley Burcham	sburcham@ci.lathrop.ca.us
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