



**NEWS RELEASE**  
**City of Chico**  
[www.ci.chico.ca.us](http://www.ci.chico.ca.us)

**FOR IMMEDIATE RELEASE:** October 23, 2023

**\*\*\*MEDIA ALERT\*\*\***

**Calling All Chico Businesses to Join the  
*Get It In Chico* Shop Local Movement - It's FREE!**

**CHICO, CA — (October 23, 2023)** — Regional television, radio, digital and social advertising begins November 1, 2023, for the *Get It In Chico* marketing campaign. This campaign drives people to the website [www.GetItInChico.com](http://www.GetItInChico.com) for the primary purpose to find local businesses to shop for everything from everyday needs to special purchases such as gifts, cars, and home improvement items. We want EVERY Chico based business that sells products locally to worldwide, to add or claim their business listing on the website directory.

“This campaign will work for every business owner in town, large and small, boutique to national chain, it just requires the business owner to engage with us and jump on board,” said Deputy City Manager, Jennifer Macarthy.

Here’s how Chico-based businesses can join the *Get It In Chico* campaign:

**1. CLAIM THEIR BUSINESS.**

Hundreds of businesses have already been loaded into the directory. Business owners can visit [www.GetItInChico.com](http://www.GetItInChico.com) to see if their business is listed. They need to **Claim Their Business** using the step-by-step guide attached/linked and also available on the Business Portal section of the website (<https://getitinchico.com/business-portal/>). Business owners claim their business by confirming their business license number and the address of their business on the website.

**2. ADD THEIR BUSINESS.**

This is a community movement. We need business owners to make sure their business is included in the directory included on the website [www.GetItInChico.com](http://www.GetItInChico.com). If it is not currently in the directory, adding it is easy. Those businesses need to **Add Their Business** using the step-by-step guide attached/linked and also available on the Business Portal section of the website (<https://getitinchico.com/business-portal/>).

**3. MORE CAMPAIGN RESOURCES.**

More campaign resources including presentation materials from the launch event, logos, campaign updates and more are available for free on the Get It In Chico Business Portal: <https://getitinchico.com/business-portal/>.

If you need assistance with either claiming or adding your business, the Chico Chamber of Commerce or the Downtown Chico Business Association would be happy to assist!

***Get It In Chico*** advertising is funded by the City of Chico through the American Rescue Act. The ***Get It In Chico*** campaign was revealed on October 10, 2023 at City Hall and is scheduled to run through Spring 2024.

For more information on the campaign contact Jennifer Macarthy, Deputy City Manager, at 530-896-7204 or [jennifer.macarthy@chicoca.gov](mailto:jennifer.macarthy@chicoca.gov).

*Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the world. For more information, visit [www.chico.ca.us](http://www.chico.ca.us).*

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