



November 24, 2025

FOR IMMEDIATE RELEASE

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Buy El Paso Unveils Holiday Promotions to Support Small Local Businesses and Shoppers

El Paso, Texas – Buy El Paso is kicking off the holiday season with two exciting promotions designed to reward shoppers and spotlight local businesses: **Buy El Paso Day** and **12 Days of Buy El Paso**. Both initiatives continue the program's mission to keep dollars local and build on the more than \$2 million in economic impact Buy El Paso has already generated for the community.

The first promotion includes a weeklong social media giveaway running Monday, December 1 through Buy El Paso Day on Saturday, December 6. Each day, followers can enter to win a gift card by tagging a “shopping buddy” on the daily giveaway post. Throughout the week, new users will be able to enter code *BUYEPDAY* in the *Voucher Redemption* section in the app for \$20 to use with participating local businesses for holiday purchases. The code is limited to the first 500 new users who download the app.

The celebration continues with *12 Days of Buy El Paso* running December 11 through 22. Each day, a different local business will be highlighted on Buy El Paso's social media channels, showcasing products or services in a fun, “12 Days of Christmas” style post.

On the final day, followers will have a chance to win the campaign's grand prize: a prize pack of 12 gifts, including six gift cards and a variety of Buy El Paso merchandise and swag. To qualify, participants must correctly identify all twelve featured businesses in the comments of the final post.

Buy El Paso is a community-driven initiative that encourages residents to shop, dine, and spend locally, helping keep revenue in El Paso neighborhoods, supporting jobs, and strengthening the regional economy. With more than \$2 million in economic impact already generated for the community, these holiday promotions aim to build on that success and invite even more residents to discover and support the small businesses that make El Paso unique.

For more information and to participate, follow **Buy El Paso** on social media and watch for official giveaway posts this December.

Buy El Paso began in August 2020 as a pandemic response to assist local businesses struggling with the financial challenges brought on by COVID-19. In March 2023, the program expanded with the launch of the Buy El Paso Rewards program to further help businesses before the November 2024 launch of the current Buy El Paso Rewards Powered by Open Rewards program.