



COUNTY OF ORANGE

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County of Orange Partners with Entertainment® on Mobile App to Help Local Businesses

SANTA ANA, Calif. (July 9, 2021) – The County of Orange is partnering with Entertainment® to help local businesses get free valuable exposure by featuring them on a mobile application known as the Entertainment Mobile App (App). This application will allow owners to grow their business by advertising and connecting with new customers as California reopens.

“The County of Orange is pleased to partner with Entertainment® to offer this free and easy service to businesses as our country works to rebuild its economy,” said Chairman Andrew Do, First District Supervisor. “Through the use of the Entertainment Mobile App, businesses can look forward to welcoming new and returning customers.”

The Entertainment Mobile App will promote enrolled businesses by notifying customers of special offers intended to encourage purchases. Businesses range from dining, attractions, activities, shopping, services, travel, and more.

“This opportunity is unique in that it touches a wide range of Orange County shops,” said Vice Chairman Doug Chaffee, Fourth District Supervisor. “Through the App, residents may discover their new favorite restaurant or store.”

Through the Entertainment Mobile App, businesses will provide a one-time offer from an approved offer list based on the category of their business. Entertainment® will promote the business on their App where customers will see the offer and visit the business to redeem. The offer expires after use, and the customer may return to pay full price on their subsequent visits.

“As the economy reopens, businesses are looking for ways to grow their customer bases,” said Supervisor Katrina Foley, Second District. “The Entertainment Mobile App drives results for all businesses in Orange County by allowing customers to experience products, food, and services at a special rate.”

To apply, businesses will attend an orientation session followed by enrollment. A virtual orientation will be held on July 13, 2021, from 2-3 p.m. Interested individuals can register at bit.ly/ocentertainment.

“This is a win-win for both the businesses and consumers,” said Supervisor Don Wagner, Third District. “Business owners can promote their establishments at no cost to new customers looking to spend less.”

“This is a great opportunity for businesses to get some free exposure as they look to rebound from the financial impacts of COVID-19,” said Supervisor Lisa Bartlett, Fifth District. “The



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Entertainment Mobile App offers a fast and convenient way for residents to take advantage of some great discounts and maybe try out a new business".

For more information, call the Orange County Economic and Business Recovery Call Center at (714) 480-6500 or visit entertainment.com.

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The Orange County Development Board, through the Orange County Business Service Center and Orange County One-Stop Center, offers comprehensive services such as hiring assistance, career transition services, and employment services to businesses and job seekers at no cost.

For 60 years, Entertainment® has been America's most trusted promotional network. We are the leading provider of unbeatable local and national discounts throughout the U.S. and Canada while maintaining a strong community connection. What started with the flagship Book has evolved to digital and mobile show-your-phone and save offers that can quickly be accessed at any time.