



## Grand Central District Association

Press Release

### Grand Central District Association Announces Their New Partnership

ST. PETERSBURG, Fla. - January 14, 2010 -The [Grand Central District Association](#) and [LocalShops1.com](#) are thrilled to announce their new partnership to promote neighborhood businesses.

The partnership includes a new, combined membership that offers businesses double the perks and double the marketing power. One of the key components is the combo GCDA/LS1 1Card, which offers shoppers discounts at participating Grand Central businesses as well as all the other businesses in the [LocalShops1.com](#) network. The combo discount card was unveiled last week and is free to shoppers.

"GCDA saw the marriage between Localshops1 and the mostly independent business owners and operators of Grand Central a perfect match," said Jim Longstreth, GCDA president. "The energy of the diverse, eclectic shops, galleries & restaurants of Grand Central combined with the marketing of [Localshops1.com](#) provides a wonderful opportunity for the consumer to utilize their localshops1 card discount in a centralized area. GCDA realizes that Localshops1 continues to market throughout Tampa Bay thereby broadening the customer base."

In addition to the card promotion, the two organizations will be working together on events and seminars.

"We're excited to be working with GCDA," said Ester Venouziou, founder of [LocalShops1.com](#). "This is a great neighborhood, packed with creative, forward-thinking businesses owners and residents. We'll have a lot of fun planning events here, too. We already have some great things in the works."

Shoppers can pick up their free discount card at one of these participating businesses: Your Neighborhood Realty, Island Seafood Market, Roco Traders, China Finders, Cigar Loft and Two Poodles & a Mutt. Shoppers can also sign up at [LocalShops1.com](#), and have the 1Card sent to them, for free. There is no charge for postage.

Grand Central stretches from 16th to 34th streets, between First Ave. S. and First Ave. N. in St. Petersburg. [LocalShops1.com](#), a division of Local Shopper, LLC, launched in August 2008 and is the largest network of local, independent businesses and independent-minded shoppers. The company provides marketing services, social media campaigns and store promotions exclusively for independent businesses.

---