



# City of Monterey Park News Release

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## City Announces Termination of “Monterey Park Rewards” Shop Local App Effective December 31, 2023

*The City of Monterey Park urges all MPK Rewards participants to earn and redeem their MPK Points by December 31, 2023*

Monterey Park, Calif. — November 28, 2023 — The City of Monterey Park will terminate its shop local program app, [Monterey Park Rewards](#), effective December 31, 2023. The City launched Monterey Park Rewards in November 2021 to accomplish two goals: to support businesses recovering from the pandemic and to help local and neighboring city residents discover a range of new businesses within Monterey Park.

Having accomplished these goals, the last day to use the MPK Rewards app will be December 31, 2023. If you still have MPK Rewards points in your app wallet, please ensure you redeem them by December 31, 2023. Any unused MPK points will expire after this date and will no longer be redeemable. Likewise, the City will no longer reimburse businesses for MPK points redeemed after December 31, 2023.

"We sincerely thank our local and neighboring City residents for their enthusiastic support of the MPK Rewards app and our local small businesses in Monterey Park," said Joseph Torres, Monterey Park Economic Development Manager. "We recognize the vital role that local businesses play in our community and are committed to exploring alternative avenues and programs to support them in the future."

The City of Monterey Park is actively engaged in the development of an Economic Development Strategic Plan to assess the needs of its local business community and identify strategic resources, programs, and initiatives that will best support business growth and success. "As we move forward with this strategic planning process, we encourage our local business owners to stay engaged with the City and provide their insights," said Joseph Torres. "Their input is invaluable in shaping the future of economic development in Monterey Park."

For questions or more information about the termination of the Monterey Park Rewards program app, please visit [www.montereypark.ca.gov/mpkrewards](http://www.montereypark.ca.gov/mpkrewards) or contact the Economic Development Division at 626-307-1385 or [econdev@montereypark.ca.gov](mailto:econdev@montereypark.ca.gov).

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