



FOR IMMEDIATE RELEASE

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Eau Claire Area Chamber of Commerce Launches Digital Chamber eBucks Program New Initiative Replaces Physical Chamber Bucks.

Eau Claire, WI — This holiday season the Eau Claire Area Chamber of Commerce is excited to announce the launch of **Chamber eBucks**, a modern digital upgrade to its long-standing Chamber Bucks program. Powered by **Yiftee** and launched in partnership with **Visit Eau Claire**, this new initiative will replace physical Chamber Bucks, which will no longer be available for purchase.

Chamber eBucks provide a secure and convenient digital gift option designed to support participating Eau Claire Area Chamber Investor businesses. Whether used for employee rewards, milestone celebrations, or simple gestures of appreciation, eBucks offer a streamlined experience while continuing the important tradition of encouraging spending with local establishments.

"Chamber Bucks have long been a meaningful way for residents and organizations to support our area," said Dave Minor, Eau Claire Chamber President & CEO. "Chamber eBucks modernize that experience while keeping the impact right here at home."

To help users get acquainted with the new platform, the Chamber has released a short explainer video outlining how eBucks work, how to redeem them, and how businesses can participate in the program. |

👉 <https://shorturl.at/FKKrr>

Why Chamber eBucks?

- Fully digital, mobile-friendly delivery
- Reduced risk of loss, theft, or fraud
- Easy redemption at participating Investors
- Powered by Yiftee and backed by Mastercard
- Continued support for area establishments and the broader regional economy

Explore the eBucks Platform

Individuals and businesses can explore the Chamber eBucks site to learn more, view participating merchants, and get started with digital purchases.

👉 <https://app.yiftee.com/gift-card/eau-claire-chamber--wi>

As the holiday season approaches, the Chamber encourages residents, employers, and organizations to support the establishments that help shape Eau Claire — and Chamber eBucks make it simple to do so.

Chamber Investor Businesses wishing to participate can contact:

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