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The Town of Stratford Launches Celebrate Stratford Gift Card Program to Support Local Businesses

STRATFORD, CT — June 16, 2026 – The Town of Stratford is pleased to announce the launch of the **Celebrate Stratford Gift Card**, a new digital gift card program designed to encourage local spending and support Stratford's business community.

The Celebrate Stratford Gift Card can be purchased [online](#) and redeemed at participating Stratford businesses, allowing users to shop, dine, and experience everything these businesses have to offer with a single card. The digital gift card can be added to a recipient's mobile wallet for convenient tap-to-pay use at participating businesses. No special equipment is required for merchants to accept the card, and there is no cost for businesses to participate.

Gift cards can be delivered instantly by email or text message, making them an easy and convenient gift for birthdays, holidays, employee recognition, thank-you gifts, and more.

"The idea behind the Celebrate Stratford Gift Card is to support our local businesses while giving residents extra spending value and encouraging them to shop locally," said **Stratford Mayor David Chess**. "Every dollar spent locally helps strengthen our businesses and grow our local economy. By keeping money circulating within the community, we fuel a positive cycle of job creation, generate higher tax revenue and showcase the exceptionality of our incredible business community."

The program is part of the Town's ongoing efforts to strengthen Stratford's local economy by keeping more dollars within the community and helping businesses attract new customers.

Limited-Time Launch Promotion

To celebrate the launch, the Town of Stratford is offering a limited-time

Buy One, Get One Gift Card Promotion while funds last:

- Purchase a **\$100 gift card** and receive a **\$25 bonus gift card**
- Purchase a **\$50 gift card** and receive a **\$12.50 bonus gift card**
- Purchase a **\$25 gift card** and receive a **\$6.25 bonus gift card**

How It Works

- Purchase a Celebrate Stratford Gift Card online at stratford.viftee.com.
- Send it instantly via email or text message.
- Recipients can redeem it at participating Stratford businesses listed on stratford.viftee.com.
- The card works like a credit card and can be used through Apple Pay, Google Pay, or other digital wallets.

Participating businesses include restaurants, retailers, salons, fitness studios, professional services, entertainment venues, and more. A current list of participating businesses is available on the program website: stratford.viftee.com.

Businesses interested in joining the program are encouraged to register at any time by visiting <https://stratford.viftee.com/apply-now>. The Celebrate Stratford Gift Card is an ongoing initiative, and new businesses can be added throughout the year, allowing the program to continue growing and offering even more ways for residents to shop local.

"We're excited to launch this program and introduce residents to the many businesses that make Stratford unique," said **Anne Gaydos, Manager of Small Business Development for the Town of Stratford**. "The bonus gift card promotion is designed to encourage people to try the program, discover new businesses, and keep more spending local. Residents receive a flexible gift that can be used at multiple local businesses, while participating merchants gain additional exposure and customers. We look forward to continuing to grow the program and welcoming additional businesses throughout the year."

To purchase a gift card, view participating businesses, or learn more about joining the program, visit stratford.viftee.com.

About Celebrate Stratford

Celebrate Stratford is an initiative of the Town of Stratford that supports local businesses, promotes community events, and encourages residents and visitors to shop, dine, and experience all that Stratford has to offer.

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