

Media Contact: Natalie Feaser, **For Use Nov. 27 – Dec. 1**ZipsGuide Intern & Student
Mobile Phone: (330) 754-9927
Email: naf50@uakron.edu

**Public Service Announcements:
Zips Holiday Guide to Thoughtful Gifts Under $10**

*Discover unique, budget-friendly gifts under $10 from Akron’s local shops and bring a piece of Akron home for the holidays.*

-15 second-

Struggling to find holiday gifts on a budget? Akron’s local gems have you covered! From The Peanut Shoppe’s treats to Sunny Scents’ custom car fresheners, find unique gifts under $10. Shop small and bring a piece of Akron home this holiday! Visit zipsguide.com for more information.

-30 second-

Hey, Zips! The holidays are here, and if you're gift shopping on a student budget, we’ve got you covered. Explore local Akron treasures with A Zips Guide to Gift Giving for Under $10. Pick up tasty treats from The Peanut Shoppe, unique comics at Rubber City Comics, or self-care goodies from Silk & Glow. Want something creative? Check out Sunny Scents for custom car fresheners, or grab indulgent desserts at Chef Gina’s Bakery. Thoughtful gifts, all under $10—support local, save money, and make this holiday season special! Visit zipsguide.com for more information.

**About the University of Akron ZipsGuide**

The ZipsGuide to Shopping Small & Local in the Rubber City is a community engaged learning project that is part of a long-term collaboration between the public relations program at The University of Akron and Downtown Akron Partnership. Funded by the EXL Center for Community Engaged Learning, it is intended to serve as a shopping guide where people across the Northeast Ohio region can find the stories of Akron's unique family of small businesses and shops. The website also serves as a media kit for media outlets telling stories about Black Friday, Small Business Saturday, Artists Sunday and shopping local small businesses. ZipsGuide editor Julie Cajigas is a professor of practice in the School of Communication at the University of Akron, and every public relations course she teaches works on the guide for part of their semester. [www.zipsguide.com](http://www.zipsguide.com/)

###