



City of Arts & Innovation

News Release

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City of Riverside Launches Riverside Rewards Program and Hot Chocolate Trail to Support Local Businesses This Holiday Season

RIVERSIDE, Calif. – The City of Riverside is excited to kick off the holiday season with two community-focused initiatives designed to boost local businesses and enhance the visitor experience: the launch of Riverside Rewards and the debut of the Riverside Hot Chocolate Trail.

Riverside Rewards, a new citywide digital loyalty program, officially launches on Wednesday (12/10). The program allows residents and visitors to earn rewards (10% on launch day, 5% thereafter) for shopping at participating Riverside small businesses to redeem at a future date at other participating businesses. By encouraging residents to shop local, Riverside Rewards helps drive foot traffic, strengthen neighborhood businesses, and keep holiday spending within the community.

The festive Riverside Hot Chocolate Trail, a seasonal, citywide experience that invites families, residents, and visitors to explore Riverside's cafés and coffee shops through a curated menu of holiday-themed hot chocolate creations. Running throughout the holiday season, the Hot Chocolate Trail highlights small businesses across all neighborhoods and enhances Riverside's already vibrant holiday atmosphere.

"Both Riverside Rewards and the Hot Chocolate Trail reflect our commitment to supporting small businesses and creating memorable experiences for our community," said Community and Economic Development Deputy Director Miranda Evans. "These programs bring people together, celebrate local entrepreneurship, and shine a spotlight on the unique flavors and offerings that make Riverside special."

Explore participating businesses and get rewarded; download the Open Rewards App in the Apple Store or Google Play and join Riverside Rewards on December 10.