****

**News Release Contact: Mary Layman**

For Immediate Release October 5, 2020 (805) 448-3890

 marylaymanrealtor@gmail.com

**Carp Aid Diem to help Carpinteria businesses impacted by the Covid-19 Pandemic**

Members of the Rotary Club of Carpinteria Morning have formed a fundraising effort to help support local businesses that have suffered financial losses due to the closures and limited capacity impacts caused by the Covid-19 pandemic.

The fundraiser, titled **Carp Aid Diem** will seek to raise lost revenue through the sales of gift cards and gift certificates to area businesses. These businesses are providing a 10%-20% discount as an incentive to buyers. The list of businesses offering special discounts can be found on the Carp Aid Diem website [www.CarpAidDiem.Store](http://www.CarpAidDiem.Store) which will go live on October 15

“Our goal is to help front load these businesses with cash during the busiest shopping season of the year,” says Mary Layman the Carp Aid Diem Committee Chairperson.

“Gift cards make such great gifts during the holidays, and with these businesses offering a discount, we wanted to inspire the whole community to come out and support this worthwhile cause to help those that have really struggled to stay afloat,” adds Layman, a local realtor.

Currently there are a total of 20 businesses offering discounts on food, products and services. That list is expected to grow. Purchases can be made through December 5. Gift Cards, and certificates may be picked up at the individual business location any time December 5or after.

The fundraising effort will culminate in a community walk on December 5th led by members of all three Carpinteria Rotary Clubs: The Rotary Club of Carpinteria Morning, The Rotary Club of Carpinteria Noon, and the Rotary Club of Carpinteria Sunset.

Rotary is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian service and to advance goodwill and peace around the world. The Carpinteria Morning Rotary Club meets Wednesday mornings at 7:00 AM. <https://www.carpmorningrotary.org>.

###