

# *News Release*

For Immediate Release

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## **Local Tech Entrepreneur Partners with WonderSouq To Offer Downtown Medford Businesses a Virtual City Experience**

*Firm Promises City Unparalleled Downtown Revitalization*

**MEDFORD, OR,** February 5, 2025 – It requires more than a facade refresh to draw foot traffic to suffering downtowns and Medford is no different, according to Daniel Wells, a local 30-year tech entrepreneur. Wells’ ShopDowntown, a leading innovator in the online shopping directory space, announced today a new approach to revitalize Medford’s downtown in partnership with Portland-based WonderSouq. We aim to offer merchants, restaurants and bars, as well as auto dealerships an online ‘virtual city’ experience designed to engage and attract potential patrons while showcasing local wares and fare to a wider internet audience.

### Virtual City Benefits

- Increased foot traffic and online sales for local businesses.
- Drive tourism and attract new businesses and residents.
- Showcase Medford’s downtown to a global audience.
- Foster economic growth and community pride.

"We're collecting feedback from potential users of the platform to provide to the City of Medford and the Downtown Medford Association to review our proposal," Wells noted. "Initial meetings with the Chamber and city officials have been very positive and we're moving forward with the construction of our first virtual City for the hometown that I grew up in."

"ShopDowntown.org is an absolute game-changer for discovering and supporting local businesses!" said Karen Kahusi, Business Development Manager for Southern Oregon at Barrett Business Services, Inc. (BBSI). "Whether a person is looking for unique gifts, great dining spots, or special deals, this platform makes it so easy to connect with amazing small businesses in my community. Plus you can invite your friends and have a Virtual

Shop Date, and this is a perfect solution for people with mobility challenges who can't get downtown to walk through the stores – Simply Brilliant! I love knowing that every purchase helps keep our downtown vibrant and thriving.”

After meeting with Wells, Medford Rodeway Inn general manager, Priti Patel, said: “ShopDowntown.org has truly redefined the way we experience local shopping with its cutting-edge virtual city platform. The ability to explore a downtown district in an interactive, immersive environment makes it feel as if you are physically walking through the streets, visiting stores, and discovering businesses in real time. This seamless integration of technology and commerce offers an engaging and convenient shopping experience while maintaining the charm and uniqueness of local storefronts.”

“Now that we’ve met with the local Chamber of Commerce, business leaders and city officials, we’re introducing our concept and proposed project to the public, inviting their support and participation,” said Wells.

“This project is not just about a single city—it is part of a larger national and global ecosystem, creating new economic opportunities and redefining how businesses engage with their communities in the virtual space,” noted Mohammed Badran, CEO of WonderSouq. “We’re delighted to be partnering with Shop Downtown to bring virtual city technology to southern Oregon and beyond.”

**WonderSouq** is an innovation and technology company that specializes in developing and designing immersive virtual 3D spaces and 3D engines. The firm excels in creating 3D online solutions for ambitious businesses and enthusiastic users alike to build unique experiences and drive higher engagement.

Interested parties may schedule a demonstration at the Shop Downtown website located at: <https://www.shopdowntown.org>

For more information, [info@shopdowntown.org](mailto:info@shopdowntown.org)

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