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Main Street and Cryptocurrency Industry Announce Partnership to Promote Innovation, Competition and Choice in Payments

WASHINGTON, March 13, 2025 – The leading coalitions for Main Street businesses and stablecoin businesses – the Merchants Payments Coalition and the Payment Choice Coalition – today announced that they are each joining the other’s group to promote their shared goals of enhancing innovation, competition and choice in U.S. payments.

“We need new technologies such as stablecoins to make the payments market more innovative and efficient for the benefit of all Americans,” MPC Executive Committee member and National Association of Convenience Stores General Counsel Doug Kantor said. “We have long lagged the rest of the world in payments innovation. The stablecoin industry needs sound regulation in order to provide the benefits of efficiency and choice that would be so promising for our future.”

“In order for new technologies to flourish, we need new policy to create a competitive landscape in current payments,” PCC Board Member Brandon Robertson said. “For too long, dominant credit and debit cards have been the only choice for digital commerce and laws have prevented real competition. Changing that is a necessary step to allow new technologies such as stablecoins to come into the market.”

As part of the joint announcement, MPC is endorsing legislation to provide a solid, reliable regulatory structure for stablecoins, and the PCC supports legislation to ensure a competitive payments landscape.

Current MPC national association members include the American Beverage Licensees, the American Booksellers Association, the Asian American Hotel Owners Association, the Coalition of Franchisee Associations, FMI – The Food Industry Association, the Energy Marketers of America, the Independent Restaurant Coalition, the Institute for Local Self Reliance’s Independent Business Initiative, the International Franchise

Association, the Merchant Advisory Group, the National Association of College Stores, the National Association of Convenience Stores, the National Association of Theater Owners, the National Association of Truck Stop Operators, the National Federation of Independent Businesses, the National Grocers Association, the National Lumber and Building Materials Dealers Association, the National Retail Federation, the National Restaurant Association, the National Sporting Goods Association, the Outdoor Hospitality Industry, the Retail Industry Leaders Association and the Yemeni American Merchants Association. In addition to national associations, hundreds of state merchant associations are also members.

Current PCC members include the International Franchise Association, Association of Kentucky Fried Chicken Franchisees, Compass Coffee, Prevail Coffee, Coinbase, Circle, Blockchain Association and MoonPay.

The two groups will work together to advocate for policies that will bring competition and innovation to payments.

About MPC

The [Merchants Payments Coalition](#) represents retailers, supermarkets, convenience stores, gasoline stations, online merchants and others fighting for a more competitive and transparent card system that is fair to consumers and merchants. Follow MPC on [Twitter](#), [Facebook](#) or [LinkedIn](#) for the latest on swipe fees.

About PCC

The [Payment Choice Coalition](#) includes small businesses, trade associations, and some of the most active and sophisticated companies in the stablecoin space advocating for sound regulation and certainty to allow the technology to grow to provide Americans with more efficient and reliable payments.