

## Spend, Gift and Support Cool Spring Businesses

*New mobile gift card program sponsored by the Cool Spring Downtown District, employers, and merchants serves as a simple way to give back to our community*

Fayetteville, NC – insert date – Cool Spring Downtown District is proud to announce the new Shop Cool Spring E-Card, a community-based digital gift card that makes it fun and easy to keep local spending local. Purchase a Shop Cool Spring Square E-Card [here](#) to use at any of the participating shops in the neighborhood. With this card, you can write a personal message and send it to family, friends and colleagues via email or physical copy. Recipients can choose to spend it at one of enter number (and growing) participating merchants in the Cool Spring Downtown District—or mix it up and spend flexibly at multiple locations. All-digital and always available on your phone, the Shop Cool Spring E-Card is great for birthdays, holidays, teacher appreciation, coach gifts, or just to show your appreciation to a friend. Now you can give back to the community while you celebrate Mother’s Day, Father’s Day and graduations coming up soon.



*The Shop Cool Spring eGift card is the perfect way to show love for your community and delight a friend!*

## **Why supporting local businesses is so important**

Participating in this program means supporting the heart of what makes our community unique. The purchase of a Cool Spring eGift Card creates a pool of cash that local businesses in Cool Spring can rely on. Studies have shown that local independent retailers recirculate 47% of their revenue back into the community, while only 14% of national chains' revenue stays in the community. More dramatically, restaurants recirculate 73% of their revenue back into the community, versus only 30% for national chains.

By supporting local businesses, more money continues circulating through the local community—this is achieved through a combination of profits paid to local business owners, wages paid to local workers, goods and services procured locally for internal use or resale, and charitable giving within the community. If you're looking for a way to do some good or want to know how you can help the community you love, send a Shop Cool Spring E-Card today! For more information or to participate as a merchant in the program, please contact the Cool Spring Downtown District [here](#).

## **About the Cool Spring Downtown District**

The Cool Spring Downtown District Inc. is a charitable, nonprofit corporation formed in 2017 to create and sustain an arts and entertainment district located in downtown Fayetteville, North Carolina, as a vibrant center of artistic, cultural, civic, and commercial activity. The Cool Spring Downtown District itself—Fayetteville's growing destination for art and entertainment—is a 0.55 square mile district in the central core of the city. The District hosts over 100 businesses and award-winning restaurants, nationally renowned museums, a growing residential population, over \$150 million in public/private investment in two years, and is being considered for the region's newest performing arts center, a likely investment of over \$40 million.

## **About Yiftee**

Yiftee (Yiftee.com) is the award winning, no hassle eGift card and promotions solution for local businesses and communities. With no special technology or POS integration, no revenue-share and no special accounting, it's easy for merchants to offer eGift Cards on their website and Facebook pages. Merchants gain additional sales, foot traffic, and an eGifting capability like big retailers. Consumers, corporations, and merchants use the Yiftee mobile and online website to send thoughtful,

unexpected gifts via email or print. Recipients pick up their Yiftee gifts using their smartphone at their favorite local restaurants and shops, driving profitable business to those merchants. For more info see [Yiftee.com](http://Yiftee.com) or email [info@yiftee.com](mailto:info@yiftee.com).