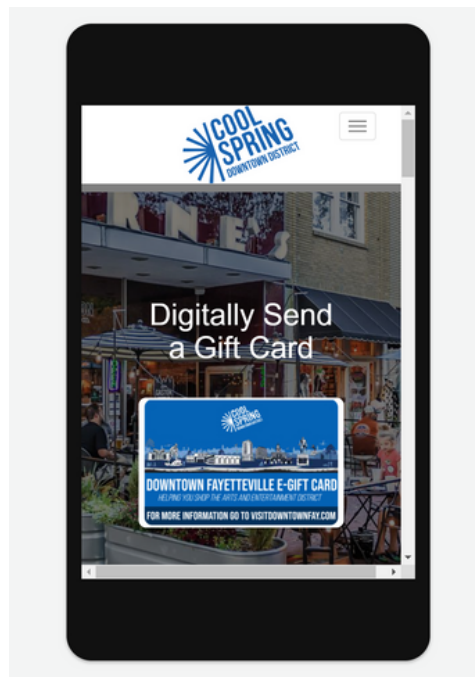


SHOP LOCAL DURING THE HOLIDAYS WITH THE YOUR COMMUNITY'S NAME

The YOUR CARD NAME lets you enjoy your favorite restaurants, shops and entertainment in YOUR COMMUNITY's NAME and makes the perfect holiday gift.

YOUR CITY, STATE – insert date – This year, the YOUR COMMUNITY'S NAME wants to encourage you to keep holiday shopping local. Small businesses are trying to weather the Covid-19 storm and need our support more than ever. The YOUR CARD NAME is a community-based digital gift card that makes it fun and easy to keep local spending local. Purchase a YOUR CARD NAME eGift Card [here](#) to use at any of the participating shops in the neighborhood. You can write a personal message and send this card to family, friends and colleagues via email or physical copy. Recipients can spend it at any of the enter number participating merchants in YOUR COMMUNITY'S NAME. This YOUR CARD NAME can live on your phone or you can print it out, making it the perfect gift or stocking stuffer. Now, you can give back to your community while you enjoy the holidays!



The YOUR GIFT CARD NAME eGift card is the perfect holiday gift that supports your community.

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 YOUR CARD NAME eGift Card creates a pool of cash that local businesses in YOUR COMMUNITY'S NAME 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 YOUR CARD NAME eGift Card today! For more information or to participate as a merchant in the program, please contact the YOUR COMMUNITY'S NAME [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, Keep Local Dollars Local

Yiftee ([Yiftee.com](https://www.yiftee.com)) serves more than 300 communities and 10,000 local businesses with simple, secure, point-of-sale system-independent eGift Cards that keep millions of local dollars local. The company works with Chambers of Commerce, Downtowns, Main Streets, Business Improvement Districts, city governments and other local organizations to create "Community Cards," branded for the community and redeemable at 10s to 100s of local businesses. Organizations and individuals

purchase them online and send them via email or print to friends, family and co-workers to support their local businesses. There is no cost to the organizers or merchants for the program and it can be set up in just a few days. Yiftee also provides custom-branded cards for individual merchants, franchises, and chains.