



PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

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**Main Street Wadsworth Launches Bonus Gift Card Program
for Downtown Small Businesses Impacted by COVID-19**

WADSWORTH – The Main Street Wadsworth Economic Vitality Committee (MSW EVC), which focuses on strengthening the downtown’s existing economic base, has just launched the Bonus Gift Card Program to provide much-needed cash flow to downtown businesses that are impacted by the COVID-19 pandemic. Customers who buy a minimum \$25 gift card from participating businesses will receive a \$10 bonus gift card from the same business as a "Thank You for Supporting Local" in the mail.

People are looking for ways to support the local businesses they love, and with this program, they will be able to see their dollars go even further. The expected result of this program is to generate at least \$3,500 (100 x \$25 + 100 x \$10) in total sales for downtown Wadsworth small businesses.

This is how the Bonus Gift Card Program works:

Once a customer purchases a minimum \$25 gift card from a participating business, they are required to submit the proof of purchase to Main Street Wadsworth by filling out the [Bonus Gift Card Receipt Request Form](#). Based on the entries received, the MSW EVC will purchase and mail \$10 bonus gift cards to customers. One household may receive up to two (2) bonus gift cards from the same merchant.

Downtown Wadsworth restaurants, retailers, boutiques, fitness centers, and more that make the downtown a vibrant place are also excited about the program. “I think this is a great incentive to help all Downtown small businesses! We all need help recovering from the pandemic shut down and what a great way to do it,” said Kathryn McDougal, the owner of Kathryn’s Craft Closet.

Participating downtown businesses in the Bonus Gift Card Program are Alexandris Restaurant, Amedeo's Florist, Barlett-Cook Florist, Dolce at the Strand, Jazzercise, Kathryn's Craft Closet, Manic on Main, Number 1 Kitchen, Opal Dragonfly Boutique, Rise and Grind, Sonnets, The Sub Station, Valley Cafe, and Willow Tree Cupcakes.

This program will be concluded once 100 gift card entries are submitted on the Bonus Gift Card Receipt Request Form. Main Street Wadsworth hopes to fund additional rounds of this program with the support of a sponsor who wants to contribute to the downtown’s revitalization. For more information, please contact the Economic Vitality Committee Chair Ayten Anderson at ayten@mainstreetwadsworth.org.

OUR MISSION: TO CREATE AN UNMATCHED DOWNTOWN EXPERIENCE

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