

Information on Midd Money Match

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Sent: Monday, August 20, 2018 4:57 PM

To: Kathleen Ramsay <KRamsay@TownOfMiddlebury.org>; Jackie Sullivan <JSullivan@TownOfMiddlebury.org>

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Subject: Re: FW: Midd Match Cards

Hey everybody,
Here's the rundown on the Midd Money Match program:

This is a town-wide shopping local rewards program geared toward offering people a monetary incentive to frequent local shopping. It includes a card (attached) that folks can pick up at the Middlebury branches of the National Bank of Middlebury, in the treasurer's office (Jackie has them) and at the point of sale at a number of the participating businesses. Customers must spend at least \$10 to receive a sticker from the business--- one purchase is equal to one sticker so spending \$100 is still good for just one sticker. (The reason we did this is to encourage frequency of visits to local businesses.)

When a customer collects ten stickers at participating businesses (also attached), they can turn that filled card into the treasurer's office or any Midd branch of the National Bank of Middlebury in exchange for \$10 in Middlebury Money. The businesses who are participating in the Midd Money Match program also all accept Middlebury Money, with the exception of Costello's.

Let me know if you have any questions!

Thanks,
Karen