



Telephone: 519-843-5140

November 3rd, 2011

The Fergus Elora Retail Alliance (FERA) is thrilled to announce the launch of the 2011 Shop Local program – ‘**GIFT OF CHOICE**’. FERA was established in 2009 and is a working group of the Elora BIA, the Fergus BIA, the Centre Wellington Chamber of Commerce and Township Economic Development office. FERA’s mandate is to develop Marketing, Promotional, and Event opportunities that benefit the retail community in Centre Wellington.

FERA will be launching the **GIFT OF CHOICE** program later this month. These cheques are pre-paid bank cheques, issued and validated by ScotiaBank, and are legal tender. Consumers can purchase them in \$10 or \$25 denominations and spend them at participating businesses throughout Centre Wellington. As a business, they are simply deposited as a regular cheque at any bank, with your bank deposit. They are as good as cash and as safe as a Traveler’s Cheque!

How can you be involved?

- 1. Sign up as a participating business!**
If you are a BIA or Chamber member -simply contact FERA to sign up and let us know you’re interested in accepting the **Gift of Choice** cheques as consumers bring them to you. If you don’t belong to either organization the cost to join this program is \$250...or consider joining the Chamber and save!
- 2. Think about promotions you’d like to offer as customers spend their **GIFT OF CHOICE** cheques at your business, such as:**
 - 10% off your purchase when using a FERA **Gift of Choice** cheque
 - A “Groupon” like promotion: Spend \$25 for \$50 worth of products or services
 - Share some fun ideas and success stories about Gift Cheques and what worked well for you as the program runs

- 3. Help spread the word about this exciting initiative with other businesses in Centre Wellington!**

Available marketing materials:

- A Gift Cheque Merchant Guide and FAQ’s for training your staff on identifying and accepting the **Gift of Choice** cheques
- Listed on FERA **Gift of Choice** webpage with a link (if you have a website)
- Promotional materials for your store
- Press releases and advertising opportunities with the local media

Have any questions? Interested in signing up? Simply contact one of the following FERA representatives:

Dave Rushton, Township. Economic Development
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Garth Green, Centre Wellington Chamber
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