

"TUF"

A program created by the Hillsdale County Chamber of Commerce to emphasize the importance of shopping local while providing incentives to consumers and income for area schools and organizations.



**Hillsdale County
Chamber of Commerce
presents:**

A shop local program called...

Try Us First

"TUF"

County Pride



County wide

Tough times
require
"TUF"
measures

County Pride



County wide

**Our goal is to
increase traffic in
Hillsdale County
business!**

Hillsdale County Chamber of Commerce

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How does a business participate?

- The program is **FREE** for all Hillsdale County businesses for the first year (**which will begin May 1 and run through April 30, 2011**).
- Participating businesses will offer a product or service at a discount.
- We encourage the offer to be unique to the program and not otherwise available at a discount.
- Businesses should provide an offer which will encourage the customer to shop local.
- Businesses may change the offer by the 25th of each month or they may use the same offer throughout the year long program.
- Businesses may also offer additional in store discounts for customers with wristbands.

How does a consumer participate?

- To receive discounts from participating businesses, consumers must purchase a wristband for \$10 which will be good from May 1 through April 30, 2011.
- Wristbands will be sold by area schools, the Chamber Office and other area businesses.



- Each month consumers will be notified via e-mail about sales and promotions.
- This information may also be found at participating businesses and on the Chamber's website.
- All consumers purchasing a wristband will have their name entered into a quarterly shopping spree drawing.



How will the schools benefit?

Hillsdale County Schools will participate in this program by selling wristbands.

Each participating school will receive approximately 40% of their total wristband sales.



This program may also be used as a fundraiser for organizations and service clubs.

For more information, please contact the Hillsdale County Chamber of Commerce at (517) 437-6401.