

## **Downtown Dollars Gift Card Launching Soon!**

New Shop local program to help local businesses in Downtown Bainbridge

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Bainbridge, GA

FOR IMMEDIATE RELEASE:

The Downtown Development Authority of Bainbridge is launching a new shop local program to bring more money and attention to independent small businesses in the area.

The soon-to-launch Community Gift Card will be called the Downtown Dollars Gift Card, which is a Mastercard gift card that will universally work at more than 45 local businesses in Downtown Bainbridge.

The Downtown Dollars Gift Card will give people the gift of choice. They only have to buy one gift card and it will work at all these locations, rather than having to pick and choose. It's an easy way to support downtown businesses, and it allows businesses to gain new customers," said DDA Director Amanda Glover.

Consumers can purchase a Downtown Dollars Gift Card by visiting [www.downtownbainbridgega.com](http://www.downtownbainbridgega.com) and clicking the Downtown Dollars tab. They will see a listing of local businesses that accept the card, plus business contact information, a map with pin locations, and an online order form.

Glover said they are launching this program because they felt compelled to act.

"Events like cash mobs or Small Business Saturdays are great, but we wanted a way for our community to support our great small businesses year round," said Glover. The Downtown Dollars Gift Card helps us pull attention from the large national corporations and increase sales footfall for the businesses we love in our neighborhoods."

The card is a great gift for family or friends for any occasion, or as employee recognition rewards that companies can give to employees (bulk orders available).

"Many local employers want to do something nice for their employees, but sometimes settle on giving national chain gift cards because there is nothing obvious available locally without having to pick winners and losers," said Glover. "Now we have the perfect answer."

The program is scheduled to launch on Monday, November 14, 2022.

The Downtown Development Authority is extremely happy to provide this shop local program to the downtown businesses," said Glover. "We hope the community can support this wonderful initiative to boost our local economy."

To learn more about the Downtown Dollars Gift Card visit [www.downtownbainbridgega.com](http://www.downtownbainbridgega.com).

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