

Vicinity offers a new link to your neighbourhood

Who doesn't like to be rewarded?
 Vicinity (vicinityrewards.ca) is a new kind of loyalty program that lets you earn points at a wide variety of local businesses, which you can redeem for discounts, products or services. Last year alone, Vicinity members earned more than 38,000 free beverages across all participating restaurants, coffee and tea shops.

"I love Vicinity because it rewards me for shopping at the places I already frequent," says Miron Mann, a Vicinity cardholder. "Plus, they give me free stuff for shopping for things I want."

Vicinity cards are accepted at coffee shops, bookstores, restaurants, and more — the mobile app helps you track your points and find participating Vicinity retailers in your area.

For small-business owners, it's an easy way to create a custom rewards program and start offering loyalty cards to every customer who walks through the door. Customers need only their phone number to register for the program, receive a Vicinity card, and start earning rewards. Businesses looking for a new way to build customer relationships and drive sales will find Vicinity's loyalty program an easy-to-use tool that delivers big results.



CONTRIBUTED

LOVE YOUR 'HOOD

The GTA is full of amazing cafés. Chances are you have a favourite, that special place you can always count on for a great brew, amazing service and friendly staff.

Vicinity's Loved in Your 'Hood contest, running until July 20, lets you nominate your favourite local coffee or tea shop for some recognition of its own. The winning shop will win \$500 in marketing support with Vicinity, and you could win \$500 just for sending in a nomination.

To learn more and enter the contest, visit facebook.com/VicinityRewards.

Are you a café owner dedicated to giving your customers an amazing product and experience? Enter your business in the Loved in Your 'Hood contest. Coffee and tea shops get a free contest kit to encourage customer nominations. For more information, visit loveyourhood.ca.



A Coffee or Tea could win you

\$500!

Vicinity is Looking for Canada's Best Local Coffee or Tea Shop

Nominate your favourite shop and you could win a \$500 Visa gift card.* Visit: facebook.com/VicinityRewards



*NO PURCHASE NECESSARY. Contest closes July 20th, 2015. Open to residents of Canada of legal age, excluding residents of Quebec. Prizes: one (1) \$500 Visa Gift card to be awarded to entrant having obtained the highest score in nominating a coffee/tea shop and one (1) prize of \$500 in marketing support to be awarded to the coffee/tea shop nominated by that entrant; one (1) \$50 Visa Gift card awarded randomly among entrants having submitted a nomination. Visit vicinityrewards.ca/Rules/coffee/tea.pdf for full contest rules and details.



SHOP LOCAL. EARN REWARDS.

