

FOR IMMEDIATE RELEASE



Airdrie Regional Chamber Launches Chamber Perks App to Help Residents Shop Local and Save Money

Airdrie, AB [September 2, 2025] The Airdrie Regional Chamber of Commerce is thrilled to announce the official launch of the **Chamber Perks App**, a free, all-in-one mobile platform that connects consumers directly to exclusive offers and promotions from their favorite local businesses. Just in time for the back-to-school and back-to-business season, this innovative tool is designed to support Airdrie's economic growth while giving shoppers a reason to keep it local.

The **Chamber Perks App** enables users to browse hundreds of perks from Chamber-member businesses across retail, wellness, food & beverage, hospitality, and services. From flash sales to featured offers, the app creates a fun and rewarding way for residents to explore what their own community has to offer, all while saving money!

"We're excited to bring this powerful tool to our community," said Marilynne Aalhus, Executive Director of the Airdrie Regional Chamber of Commerce. "Whether you're a local business looking for more exposure or a resident who wants to shop smart and support local, the Chamber Perks App delivers real value."

A Community-Wide Campaign: Back to School / Back to Business

The launch of the app is the centerpiece of the Chamber's Back to School / Back to Business campaign, running throughout fall and winter 2025. The initiative includes:

- A directory of over 600 local businesses
- **100+** local perks and promotions
- A series of short videos featuring local business owners, influencers, and city council members on Facebook, Instagram and LinkedIn
- Share-to-win contest on social media
- Demonstrations and an in-person Shop Local Contest at AirdrieFEST on September 6th, 2025

The campaign is supported by a wide network of partners including small businesses, local influencers, city council members, and major employers, all united by a common goal: to uplift and celebrate Airdrie's local growing economy.

How It Works

Consumers can download the **Chamber Perks App** for free on iOS and Android. Once registered, users can:

- **Browse exclusive perks** from 600+ Chamber businesses across Canada
- **Discover new local favorites** through curated features and videos
- **Save instantly** with QR codes and in-store redemptions

“The app isn’t just about saving money, it’s about discovering the best of your community,” added Tammy Block. “It’s a win-win for shoppers and small business owners alike.”

Download Today

The [Chamber Perks App](#) is available now on the App Store and Google Play. For more information, visit

Media contacts:

Marilyne Aalhus, Executive Director
Airdrie Regional Chamber of Commerce
Phone: (403) 948-4412 x1
Cell: 587-707-9357
E-mail: marilyne@airdriechamber.ab.ca

Tammy Block, Marketing & Membership Coordinator
Airdrie Regional Chamber of Commerce
Phone: 403-948-4412 x2
E-mail: marketing@airdriechamber.ab.ca

The Airdrie Regional Chamber of Commerce is a member-driven, volunteer-led organization, proudly representing the interests of businesses in our region. Since 1973, the Airdrie Chamber has been the collective voice for businesses, influencing positive change while advocating on their behalf. The Airdrie Regional Chamber is aligned with both the Alberta Chambers of Commerce (ACC), which represents over 25,000 businesses and the Canadian Chambers of Commerce (CCC), which represents over 200,000 businesses. With the largest and most influential business organizations locally, provincially, and federally, the Chamber network is the most unified, valued, and influential business network in Canada and works together to shape policy and programs that will make a difference to businesses in our region.