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## Peachtree Corners Launch Event for "Choose PTC" App To Support Local Businesses

The City of Peachtree Corners has launched [Choose PTC](#), a points-based program that offers rewards for shopping locally. Users of the app will receive 1 PTC point, worth one dollar in credit, per dollar spent on qualifying purchases.

The City will be hosting a launch event on Monday, May 2<sup>nd</sup> from 11:00 am to 1:00 pm at the Town Center located at 5200 Town Center Blvd in Peachtree Corners. **During this launch event, those who sign up for the app onsite using a special code only available during the event will receive a bonus of 10 PTC points worth \$10 in credit.**

Using the simple Choose PTC mobile app, shoppers automatically earn rewards at hundreds of local businesses across Peachtree Corners when they make purchases with the credit or debit card linked to their Choose PTC account. These rewards may then be applied as cash credit to a growing list of redeeming businesses. All rewards are reimbursed by the City of Peachtree Corners and there is no cost to users or businesses.

Through this innovative program developed in partnership with [Colu Technologies](#), the City of Peachtree Corners can drive local spending back into our community, instead of e-commerce giants and big-box retailers. In Akron, Ohio, in the first six months, Colu's "Akronite" app generated over \$200,000 in local business sales, harnessing more than 4,000 users and 170 local businesses

### How It Works:

- Download the free Choose PTC app from Google Play or the Apple Store and securely link your credit cards, debit cards, or prepaid debit cards to your account.
- Start shopping and dining locally, earning PTC Points automatically through qualifying purchases made with your linked cards at local businesses.
- Redeem PTC Points for cash credit at redeeming local businesses. Each PTC Point is worth one dollar.
- Users can learn more and encourage their favorite businesses to join Choose PTC by signing up at <https://colu.com/choseptc/>.

Shoppers may earn rewards at restaurants, retail stores, cafés, gyms, yoga studios, salons, etc. Shoppers may then redeem their PTC Points as cash credits toward future purchases. Any Peachtree Corners-based businesses with a storefront and accepts credit cards may apply as a "redeeming" business. All reward points redeemed by businesses will be reimbursed monthly to businesses by the City of Peachtree Corners. All costs for this program and reimbursements are funded by the federal American Rescue Plan Act.