



Tri Cities Shop Small, Buy Local Community Gift Card (Mastercard)

For merchants:

The holidays are around the corner and this year at The Colonial Heights Chamber, we want to encourage everyone in our community to keep their holiday shopping local. Our Tri Cities Buy Local Shop Small eGift Card powered by Mastercard makes the perfect gift or stocking stuffer and is also a way to show to support our local businesses! Consumers can purchase the Card as a gift for a friend, colleague or family member and companies can send it to employees as a special holiday gift. The important thing is the dollars stay local and benefit our shops and restaurants and our Community.

People will purchase the Cards online and email, text or print them for use in your shops and restaurants. To accept the Cards you need to be able to process a key-entry (like a phone order) Mastercard, and you are paid through your credit card bank in your normal settlement, with your normal Mastercard CNP processing fee. The Cards only work at participating merchants, i.e. those who opt-in.

More info on the program is attached.

If you are interested in being able to accept these Cards and the additional business they bring to your store during the holidays call today.

For Community:

This year, the Colonial Heights wants to encourage you to keep holiday shopping local. Small businesses are trying to weather the Covid-19 storm and need our support more than ever. The **Tri Cities Buy Local Shop Small eGift Card powered by Mastercard** is a community-based digital gift card that makes it fun and easy to keep local spending local. Purchase a eGift Card [here](#) to use at any of the participating shops in the neighborhood. With this card, you can write a personal message and send it to family, friends and colleagues via email, text, or physical copy. Recipients can choose to spend it at one of small businesses and participating merchants in **The Tri-Cities**—or mix it up and spend flexibly at multiple locations. All-digital and always available on your phone, this makes the perfect gift or stocking stuffer. Now you can give back to the community while you enjoy the holidays. The first 150 receive a additional \$10 with the purchase of \$25 courtesy of the Colonial Heights Economic Development.

