



17th Annual Candy Cane Cash Has Begun!

Candy Cane Cash is here! The annual shop-in-Enid promotion is again offering the opportunity to win cash – \$15,000 in cash – as an incentive to shoppers who make purchases at participating Enid merchants now through Dec. 8. It's a way of encouraging Enid area residents to shop locally, supporting local businesses that in turn support local activities. Even online purchases made through a participating Enid merchant count – increasing your chances to win.

The concept is simple: For every \$10 spent at a participating store through Dec. 8, shoppers are given a two-part ticket. One numbered ticket is kept by the customer, and the matching numbered ticket is thrown into a hopper for the cash drawing. All the tickets from purchases at all of the stores are gathered into a giant hopper. On Tuesday evening, Dec. 8, random tickets will be drawn from the hopper; match the selected ticket and win cash!

This year, due to the pandemic, the must-be-present-to-win drawing will be a virtual event, conducted live but with the audience of shoppers at home watching televisions, computer screens, laptops or phones. The drawing will be broadcast on Suddenlink Channel 19 in Enid and livestreamed on the Internet through YouTube and Facebook Live. As tickets are drawn, viewers will be given 60 seconds to check their tickets at home to see if they have a winner. Winners must call the drawing hotline and then text a photo of their matching ticket to confirm they get CASH! Tickets will be drawn until seven shoppers win cash prizes of \$7,500, \$2,500, \$2,000, \$1,000, \$1,000, \$500, and \$500. More specifics will be announced in the two weeks ahead of the drawing.

Also new this year, shoppers will be given double chances to win with purchases on double-ticket Thursdays and double-ticket Saturdays – giving shoppers an added incentive to shop Enid on the busiest shopping day of the week.

The list of participating merchants will be published daily in the Enid News & Eagle and promoted continuously on [Facebook.com/CandyCaneCashEnid](https://www.facebook.com/CandyCaneCashEnid), on [EnidNews.com](https://www.enidnews.com) and on [EnidChamber.com](https://www.enidchamber.com).

This is the 17th year for the Greater Enid Chamber of Commerce to present Candy Cane Cash, conducted by the Enid News & Eagle/EnidNews.com with sponsorship of the Enid Regional Development Alliance and Security National Bank, which each contribute to the \$15,000 cash pot to reward people who shop in Enid.