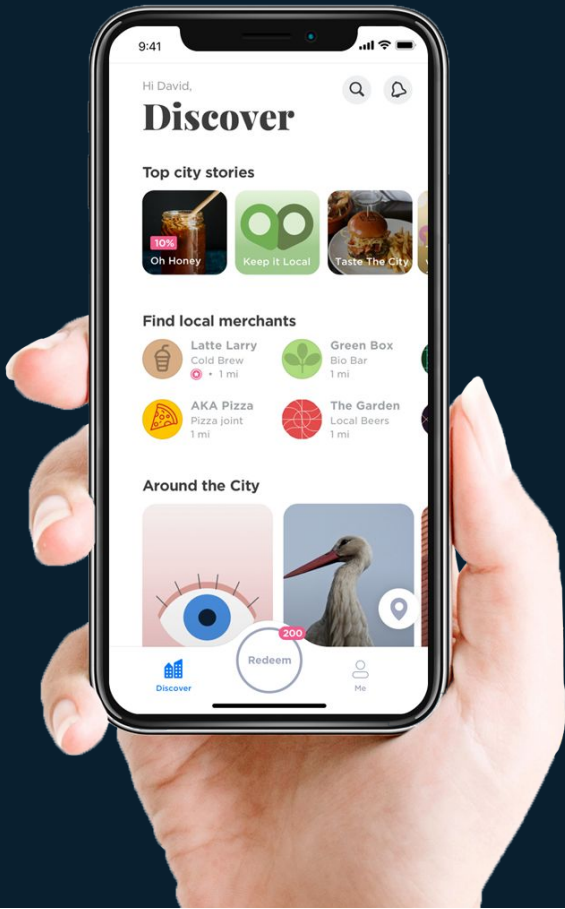




EARN POINTS. SUPPORT BUSINESSES.

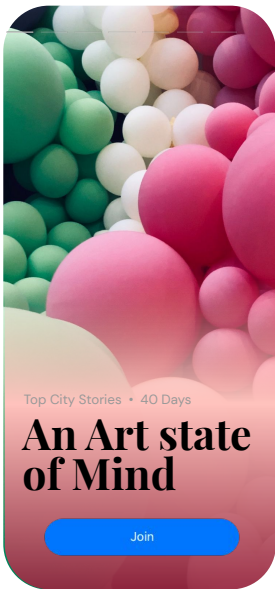
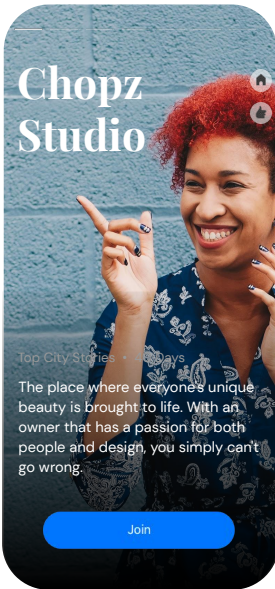
Welcome to B-Local, new mobile app that engages members of the community and rewards them with *Boston Points*, a new reward system for shopping locally.

B-Local, funded by the City of Boston, helps businesses to attract and engage more customers and increase revenue, while creating a more vibrant and connected Boston.



Boston Stories

This in app tool is designed to empower community members to **shop local** and experience their city like never before. Boston can shine a spotlight on local stories around the City and rewards residents with *Boston Points* for supporting local and **independent businesses** like yours.



Boston Points

Boston Points are local rewards that residents receive in the app for shopping at local participating businesses in the city. *Boston Points* support local initiatives and efforts that help our city grow and thrive.

Once they've earned *Boston Points*, residents can redeem them at local businesses that completed two short steps. *Boston Points* can only be used in Boston, so what's earned in the City stays in the City, boosting the local economy.



Join the B-Local app

Join your business to B-Local Today!
Send us an email at:
contact.blocal@colu.com

CITY *of* **BOSTON**

Award Boston Points at your business:

- When residents join reward opportunities in the app and shop at your business, they will earn *Boston Points* for qualifying purchases made by a debit or credit card.

Accept Boston Points at your business:

- Enable residents to redeem the *Boston Points* they have earned to shop at your local business! Each Point they redeem is worth \$1.
- You will also have the opportunity to share the unique story of your business with the community and strengthen your connection with customers across the City.