



Empowering our community

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **ECHO Lacombe announces Placemaker Rewards Program**

**Lacombe, Alberta (November 21, 2017)** – ECHO Lacombe Association is proud to announce that the launch of its innovative Placemaker loyalty rewards program will align with the annual Light Up the Night festivities on November 23.

“It operates very much like other loyalty programs only that you earn rewards by shopping at your favourite local establishments,” said ECHO Lacombe Association President Drayton Bussiere. “But the very same premise applies. Earn points, or merits as it is called with this program, and once you have saved enough, you can purchase cool local rewards.” He adds, “Merits are assigned on the number of visits made to businesses rather than the value of the purchase made.”

Placemaker began as an experiment in Portland, Oregon back in 2010. The idea was to emulate modern technology used by chain stores to attract and retain customers. The result was an easy-to-use app-based platform built specifically for local businesses. With access to big-box technology, a powerful tool to promote local business was created. The program later migrated north to Victoria and Lacombe is its first real small market project.

“It’s got some real potential,” says Cilantro and Chive owner Rieley Kay. “Rather than simply offering a discount to our existing customer base like many other shop local programs, this encourages patronage and collaboration.”

The ECHO Lacombe Association president is excited by the opportunity the program presents.

“Download the app, start collecting those merits and support local business,” says Bussiere. “We welcome more businesses to come on board as they begin to see the program grow and develop.”

Along with Placemaker, ECHO Lacombe launched a new economic development website in September and serves as title sponsor for the highly popular Social Media Breakfast.

#### **About the ECHO Lacombe Association**

The ECHO Lacombe Association includes representatives from the City of Lacombe, Burman University and the Lacombe and District Chamber of Commerce, as well as an additional five members from the community at large. The group seeks to improve the quality of life within Lacombe by fostering a collaborative environment focused on cultivating innovation, nurturing a business-friendly culture, promoting sustainable growth and creating a safe, inclusive, vibrant and

healthy community.

For information on Placemaker please visit <https://lacombe.placemaker.co/>.

To find out more about ECHO Lacombe Association, please visit [www.echolacombe.ca](http://www.echolacombe.ca).

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