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FOR IMMEDIATE RELEASE

DDA LAUNCHES DOWNTOWN DOLLARS PROMOTION TO ENCOURAGE SHOPPING, DINING, AND SUPPORTING DOWNTOWN ALPENA

October 1, 2020

ALPENA, MI – The Alpena Downtown Development Authority (DDA) is launching a special Downtown Dollars promotion to encourage shopping, dining, and supporting our downtown this fall season by adding bonus dollars to Downtown Dollar purchases. Downtown Dollars are multi-merchant gift certificates that can be used at over thirty downtown businesses, stores, and restaurants, where you can use them just like cash.

Beginning October 1, 2020, simply purchase the following amounts in Downtown Dollars and receive bonus dollars:

- Buy \$25, get \$5
- Buy \$50, get \$15
- Buy \$75, get \$25

The promotion will run until \$5,000 of bonus dollars have been issued or until the end of the year, whichever comes first. Downtown Dollars can be purchased either at the Alpena Area Chamber of Commerce Office (235 W. Chisholm St), Bolenz Jewelry (131 W. Chisholm St), or the Alpena Downtown Development Authority Office (124 E. Chisholm St). Downtown Dollars are sold in either \$5 or \$10 denominations and expire five years after date of purchase.

“Downtown Dollars make a great present for employees, teachers, friends, or as a treat for yourself—anyone who loves Downtown Alpena,” said DDA Executive Director Anne Gentry. “We created this promotion to encourage people to come shop, dine, and support our downtown businesses this fall season, or even to get a jump on your holiday shopping.”

To view a full list of where downtown dollars are accepted, please visit our website:

<https://www.downtownalpenami.com/downtown-dollars.html>

Those seeking more information should call 989-356-6422 or email anneg@alpena.mi.us.