



The Shop4aCure Card

Begun in 2008, the Shop4aCure Card is a highly successful local fundraising program that benefits both retailers and the sponsoring charity. All profits will be donated to **The Matthew Bittker Foundation** to help find a cure for Neuroblastoma and other forms of pediatric cancer.

How It Works:

- Shoppers purchase a Shop4aCure Card for \$50. The proceeds benefit **The Matthew Bittker Foundation**, a 501 (c)(3) charity.
- In exchange, shoppers receive a 20% discount on all regularly priced merchandise at participating **Shop4aCure** businesses from Friday, October 28, through Tuesday, November 8, 2011.
- Participating merchants have no obligation except to offer the 20% discount during the promotion period.
- Merchants may sell **Shop4aCure** cards in store if they wish. **This has proven to increase store sales during the event.**
- A booklet listing participating business names, locations, and descriptions will accompany every card sold.
- 100% of the proceeds from the card sales will go directly to support **The Matthew Bittker Foundation**. The proceeds will fund research to help find a cure for Neuroblastoma and other forms of pediatric cancer. Last year, the program raised approximately \$50,000 to benefit pediatric cancer research.

Why Participate?

- The card benefits everyone: businesses, shoppers and **The Matthew Bittker Foundation**.
- This fundraising program will promote local merchants through print and community awareness, resulting in increased traffic and new customers.
- The **Shop4aCure Card increases sales** during a traditionally slow week and jump starts the holiday season. Your business will benefit from the additional sales you receive early in the season. Also, it should be early enough to reorder for the holidays.
- The **Shop4aCure Card** increases location and merchandise identity. You will gain **new customers** from areas that might not normally be shopping in your store or dining at your restaurant. New customers will remember what your business offers, and return after the 10 day period. Regular customers will preview your holiday merchandise, and encourage their friends to shop your store/restaurant.
- The **Shop4aCure Card** can help motivate your sales staff. Sales people will love the increased business, and they will broaden their client base.

- Your business' participation and support of **The Matthew Bittker Foundation** will create goodwill within the community.
- All proceeds from the sale of the **Shop4aCure Card** go directly to **The Matthew Bittker Foundation** to support research, and find a cure for Neuroblastoma and other types of pediatric cancer.
- Many other major cities have successfully held similar events. Merchant and shopper participation continues to grow every year.

Don't miss out...
Reserve your spot now!

The following information will be provided to card purchasers to explain the highlights of the event.

Shop4aCure Card Etiquette

- The 20% discount is valid **only** during the **Shop4aCure Card** event from **Friday, October 28, to Tuesday, November 8, 2011**.
- The **Shop4aCure Card** is valid **only** at participating merchants that are listed in the **Shop4aCure** booklet.
- The original card must be presented at the time of purchase.
- The cardholder's signature must appear on the card for it to be valid.
- Only the cardholder can present the card for discounts. Cards cannot be shared.
- Unless the merchant specifies otherwise:
 - Sale merchandise, special orders, and lay-away items are not discounted.
 - Sales tax and gratuities are not discounted.
 - Alcoholic beverages are not discounted.
 - Merchandise cannot be "put on hold" in advance for purchase during the event.
 - The discount applies to new purchases only. The discount isn't applied to store credits or existing balances.
 - The **Shop4aCure** card is not valid with other offers, promotions or discounts.
- Exceptions and exclusions apply as stated in the brochure.
- Please inquire about the merchant's return policy.
- The \$50 donation for the purchase of the **Shop4aCure Card** benefits **The Matthew Bittker Foundation**, a 501 (c)(3) charity, and is tax deductible.

