



Dear Anthem Business Owner:

The Anthem Community Council (ACC) is pleased to introduce a program initiated to support local businesses in Anthem. The “*Shop Anthem Real Deals*” program is designed to encourage residents and visitors to choose Anthem as the location to spend their shopping, dining and activity dollars in an effort to bolster the economy. The “*Shop Anthem Real Deals*” program is an ideal opportunity for you to showcase your business and encourage consumers to enter your doors.

The “*Shop Anthem Real Deals*” program invites businesses to feature monthly promotions on the best stuff to do, see, eat and buy in Anthem. These monthly deals will be email blasted on the 1<sup>st</sup> and 15<sup>th</sup> of each month to an email subscription list. The program will debut on September 1, 2011. We invite you to partner with the ACC on this very exciting program. Here are more details on the program.

- Free program for store-front business owners on dues paying property.
- Email blasts on the 1<sup>st</sup> and 15<sup>th</sup> of each month.
- Ten businesses will be featured each month with their unique promotions.
- The email blast will include the business logo, discount to offer, a description of the business, and a printable coupon.
- The email will link to [www.ExperienceAnthem.com/shopping-anthem](http://www.ExperienceAnthem.com/shopping-anthem).
- The email blast will also be posted on ACC social media.
- To sign up for the program, go to [www.ExperienceAnthem.com/shopping-anthem](http://www.ExperienceAnthem.com/shopping-anthem).

The promotions that you provide to residents and visitors to shop local are an important part of the “*Shop Anthem Real Deals*” campaign. The ACC will promote the program through [www.OnlineAtAnthem.com](http://www.OnlineAtAnthem.com) and [www.ExperienceAnthem.com](http://www.ExperienceAnthem.com), community email blasts, text alerts, social media, *Freedom Way Magazine*, print media and advertising.

This is your opportunity to promote your business . Shoppers and diners will simply show the “*Shop Anthem Real Deals*” coupon at your business to receive the promotion. All the promotional information will be available on [www.ExperienceAnthem.com/shopping-anthem](http://www.ExperienceAnthem.com/shopping-anthem).

We invite you to partner with us on this new, exciting program to support local businesses in Anthem. We appreciate your support and anticipate a successful “*Shop Anthem Real Deals*” campaign. If you have any questions or comments, please contact Jennifer Solomon at 623-742-6065 or [jsolomon@anthemcouncil.com](mailto:jsolomon@anthemcouncil.com).

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